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presstime

The Journal of the American Newspaper Publishers Association

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SPECIAL REPORT

How Some Of the Best Small Dailies Cover News

Newspaper Industry Tackles Ink Rub-off Problem

Quick!

Name the 3 largest newspapers in the USA:

1. W_ _ _ S_ _ _ _ _ _ _ _ _ _ _ _ _

2. N_ _ _ _ _ _ _ _ _ _ _ _ _ _N_ _ _

3. U_ _ _ _ _ _Y

Hint:
#1 is 95 years old.
#2 is 65 years old.
#3 is 2 years old,
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and gives its 5 million readers more news in less time.

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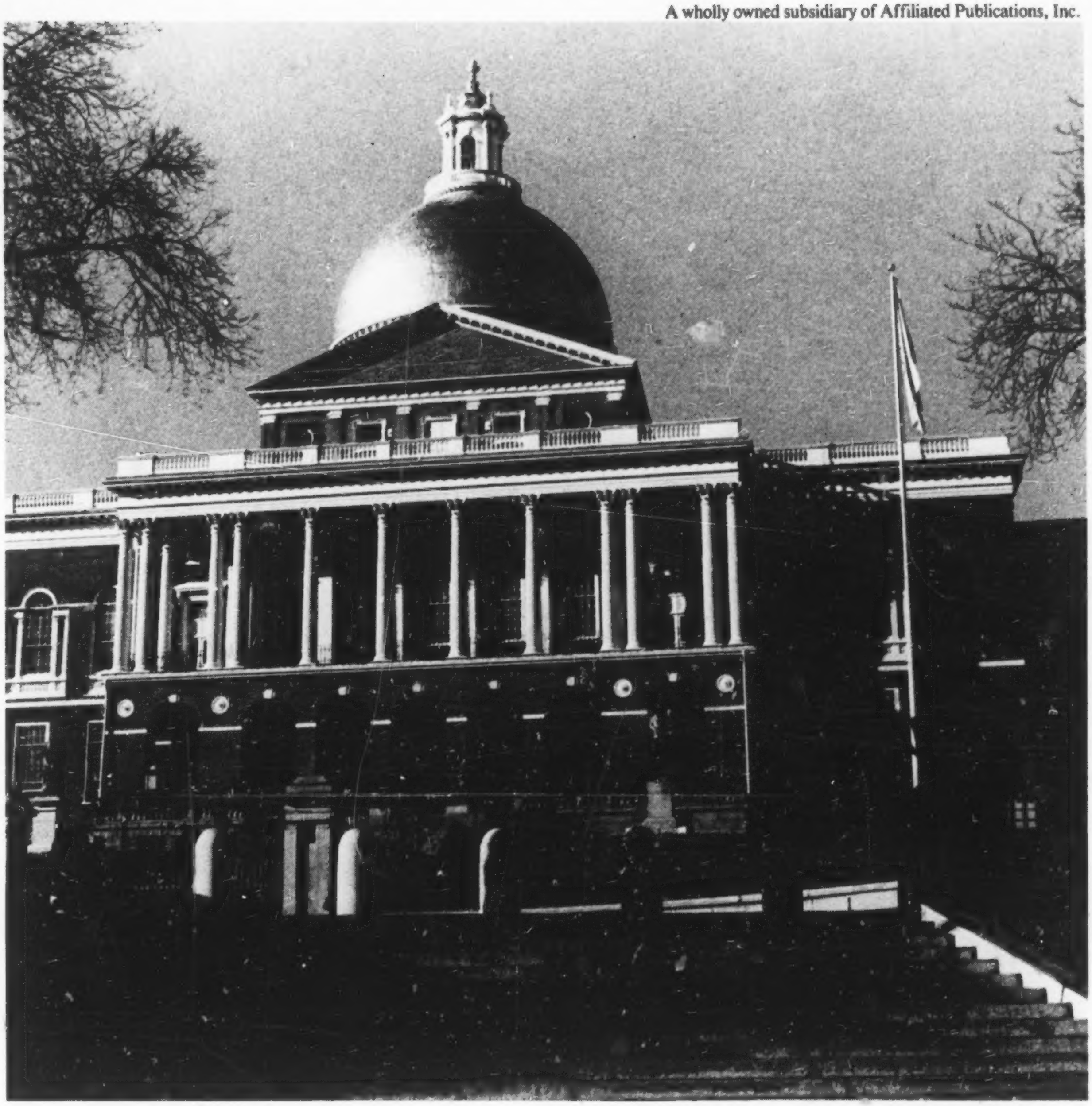

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The Boston Globe

KUDOS

IS IT ALWAYS THE PARENTS' FAULT?

Winner in design competitions of both *Graphis* and *Communication Arts* magazines

Family Weekly graphics attract more than a passing glance. Nine of our covers won awards, including a Silver Award of Distinctive Merit, in the Society of Publication Designers 1984 competition. And that's on top of recent honors from the New York Art Directors Club, the Society of Illustrators, *Graphis* and *Communication Arts* magazines.

In fact, in the past 12 months we've won a total of 28 major awards for design, art direction and illustration.

&

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Family Weekly.
The Sunday that's full of surprises.

CLOUT

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Special Report *Some smaller daily newspapers offer a superior editorial product. These papers are able to achieve editorial excellence without higher budgets, larger staffs or bigger newsholes. The secret of their success starts with a commitment to high journalistic standards, according to officials at 14 independent dailies of less-than-50,000 circulation. For some small daily and weekly newspapers, the reward has been the coveted Pulitzer Prize; for others it has been simply the pride and trust of readers. But for many smaller papers, excellence is elusive.* **16**

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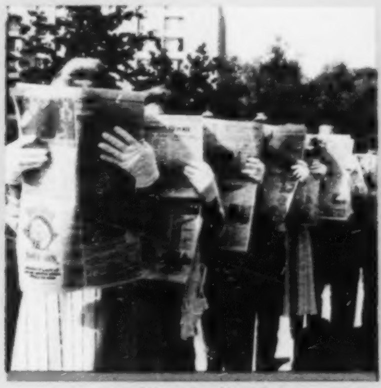

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CHAIRMAN'S CORNER

250 years after Zenger case, licensing is still around

At the dawning of American history, the English monarch had the power to make or break a newspaper simply by granting or denying a *license*.

In 1734, John Peter Zenger learned about the government's power to silence with his attempt to publish a newspaper critical of the colonial governor. Zenger landed in jail, freed only because lawyer Andrew Hamilton succeeded in persuading a jury that criticizing the government was no crime.

Richard J. V. Johnson

The U.S. government has built its power upon the consent of a free people, augmented by a free press that informs, educates, and sometimes badgers and offends.

It has occasionally tried to use its power in imitation of its English forebears to silence those publications that offend, but as ANPA helped to establish when it went to the defense of Minnesota publisher Jay Near in 1930, such a use of power is rarely, if ever, permitted by the First Amendment.

Against such a constitutional backdrop, it has been surprising of late to watch the Securities and Exchange Commission trying to license or stop the publication of as many as four newsletters in the United States.

One such case is now pending before the U.S. Supreme Court. It will review the decision of the SEC, upheld by the 2nd U.S. Circuit Court of Appeals in New York, to halt the investment publications of Christophe Lowe. Similar cases are pending against other newsletter publishers who have not sought the SEC "publishing license."

Representatives from the SEC told ANPA's Government Affairs Committee this fall that the free press need not be inhibited by these actions because the agency seeks "only to require a license, not to control the content of the publications," and because newspapers and "bona fide" publications of general circulation are exempt. Several of our committee members were skeptical of this explanation. They pointed out that investment advice, directly or indirectly, is given by newspapers in their business pages every day in ways that seem strikingly similar to the market newsletters now being licensed by the government.

The principle of a free press sometimes rests in the activities of writers with whose sentiments we may not agree. Such certainly was the case in the defense of Near's Saturday Review, as author Fred Friendly has recalled. There are few threats to a free society so grave that the protection of that society calls for sacrifice of even a tiny bit of its freedom to speak.

It certainly is no answer for the SEC to claim to be protecting the free press simply because of the exemption for newspapers. Freedom of speech and freedom of the press are for everyone.

We will be monitoring this exercise in unwarranted bureaucracy very closely.

Dick Johnson

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Chairman and President

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LITHOGRAPHY LESSON

Treating readers to original art

BY PAUL KRUGLINSKI
presstime technical writer

Attwood (left) and Priede examine finished work.

> *For Art and Science cannot exist but in minutely organized Particulars.*

Blake, who was both a writer and printer, would have appreciated the particularly well-orchestrated merging of art and technology that occurred recently in Olathe, Kan. The Daily News, in a highly unusual experiment for a newspaper, printed a color center spread of original artwork.

The experiment put a limited-edition lithographic print into the hands of every one of the paper's 8,640 subscribers.

The difference between what The Daily News did on May 20, and what hundreds of newspapers do every day, is this: The paper *produced* original art, not *reproduced* a screened version of it. Thus, under magnification, the art was crisp, lacking the characteristic dot pattern of color separations.

As far as can be determined, the use of an offset press in the production of original art is a distinction shared only by one other newspaper, The Miami Herald.

The Olathe project was the brainchild of Managing Editor Randy Attwood, who pursued the endeavor with an artist now living in Kansas, Zigmunds Priede. Essentially, Priede used a combination of photographic pictures along with images drawn with tusche—an oily liquid applied with a brush—to create his work on three blank offset plates.

The plates were then mounted on the newspaper's Goss Community offset press and run in double-truck fashion as part of the regular edition. The first the artist saw of his creation was when the papers started coming off the press.

The earlier project at the much larger Miami Herald involved having artist Robert Rauschenberg employ the same materials used in the production of the paper's Tropic Magazine to create an original work of art. Besides using process cameras, masks and other materials, Rauschenberg went so far as to mount the plates and turn on the press.

The Daily News' Attwood, an art history major in college, was unaware of the Herald's December 1979 experiment, yet his idea roughly paralleled that of Tropic's art director at the time, Leon Rosenblatt.

It was also pure coincidence that the art of both Priede and Rauschenberg would end up on newspaper presses, although the two artists once worked together.

Using offset technology to print works of art may be a relatively new phenomenon for newspapers, but it is natural when viewed in a historical context.

According to art historians, the practice of using oil and water on limestone to produce art was developed in the 19th century and made famous by French artist Honore Daumier. While artistic purists adhere to using Bavarian limestone and tusche or crayon to make lithographic prints, newspapers have taken the basic concepts of lithography and—with the help of automation, mechanization and chemistry—used them to mass produce their editions.

Thus the introduction of artists such as Priede and Rauschenberg into pressrooms is figuratively a homecoming for the genre.

Additionally, the original intent of early lithographers, some historians contend, was to create art in quantity—to reach as many people as possible.

Rauschenberg certainly succeeded in that way. His creation was delivered to more than 600,000 households on a Sunday morning five years ago.

"It was the largest production of an original work of art," says former Tropic Art Director Rosenblatt. "With traditional lithography, you really can't [produce more than] 500 to 1,000 prints."

Although there were many similarities between the Miami and Olathe endeavors—particularly in the artistic drive that inspired them both—there also were differences.

For instance, The Miami Herald hired an internationally renowned artist. Rauschenberg's work was produced with a heat-set offset press on special stock and with special inks, and it served as the cover for the Herald's Sunday magazine supplement. Given the marketing and promotional dimensions of the project, which became a media event, Rosenblatt says the paper realized benefits several times over the expense of doing it.

In contrast, Priede is known primarily only among other artists. His work was produced with a standard newspaper press running regular newsprint and standard primary colors, and it was tucked within the regular edition.

"We like to do things differently," says Attwood, explaining why The Daily News took on the project. But the reasons transcended a desire to be avant garde.

In an editorial at the time of the Olathe project, Attwood wrote: "Newspapers need to stretch themselves. They need to do the routine well but from time to time they need to challenge themselves and their readers."

Attwood says Priede donated his services and overall, the project "didn't cost that much."

"There are times when you say cost is not important," says Lloyd Ballhagen, president of Harris Enterprises Inc., the paper's corporate parent. "Once in a while, you do something special for the reader, and you don't cost-justify it. It was a gift." ☐

IS A SOLUTION AT HAND?

INK RUB OFF

BY PAUL KRUGLINSKI
presstime technical writer

As predictable as the rise and fall of skirt hemlines, certain publishing issues seem to go in cycles, ebbing and flowing in the collective consciousness of newspaper executives. The vogue item of late seems to be ink—in particular, the grimy problem of rub-off that constitutes one of readers' chronic complaints about newspapers.

Like an imposing neighbor, ink rub-off is a seemingly eternal problem that everyone in the business has known about but more or less tolerated.

After all, traditional letterpress and offset inks use oil as the vehicle to transfer the pigment—carbon for black ink—to the paper, and oil just doesn't dry. The results? Dirty hands and sometimes soiled clothing.

But now, the old resignation toward ink rub-off appears to be giving way to the attitude that the problem is solvable—that rub-off can be effectively rubbed out.

In part, this change in attitude may be attributed to the fact that the rub-off problem has been exacerbated in recent years by the trends toward offset printing, which often results in more rub-off than the letterpress process, and towards darker, more contrast printing, which generally requires laying down more ink.

Also helping to bring ink rub-off to the fore are these two factors:

- The recent fascination of newspapers with flexography, with its non-smearing, water-based inks
- The renewed commitment to quality that recently has permeated the newspaper business.

Against that background, rub-off has emerged as "pretty much an industry standard as the biggest problem in production," says Thomas Might, vice president/production of The Washington Post.

"It's become a big topic of conversation" among newspaper executives, says industry consultant Erwin Jaffe, a former ANPA technical researcher.

Difference of opinion. At its lowest level, the rub-off problem can be reduced to a difference of opinion between newspapers and ink manufacturers: Some newspaper people, with a hint of anger in their voices, charge that ink manufacturers are unwilling to produce the quality ink that newspapers want; the ink firms respond that newspapers are reluctant to pay the additional cost of better ink.

But Jaffe and most executives of both newspapers and ink companies agree that the situation isn't that simple.

For instance, each newspaper has different quality standards requiring different ink formulations. Add to that the varying qualities of newsprint and other materials, divergent printing and quality-assurance methods, and new developments in ink technology, and the matter of ink rub-off can easily become mired in a technological bog.

Of particular concern to George Cashau, ANPA director/technical research, is the decision many papers have made to print a denser (darker) image on whiter newsprint. "Everybody's trying for a blacker and blacker page and going to whiter paper," Cashau points out. "They're going for a higher density and greater contrast."

Reflective densitometers, the instruments used to measure ink lay-down, register pure white as 0.00 and pure black as 2.00. The threshold of perceived black is about .65, but it is not unusual to find newspapers now at densities ranging from 1.05 to 1.15. The problem with achieving such densities, according to Cashau, Jaffe and others, is that thicker ink layers require proportionally more oil and pigment for a given area, thus increasing the potential for rub-off.

"The biggest improvement with ink rub-off," Cashau says, "would be if newspapers go back to printing .95 to 1.0 densities."

John R. Rodney takes the middle road between the density extremes, striving for 1.05 as a reasonable median for optimal printing quality and minimal rub-off as well as minimal show-through (where the printed image is visible from the back side of a page). Rodney, production manager for the Guy Gannett Publishing Co. in Portland, Maine, says some newspapers "are printing lighter (densities) than they want" in order to minimize rub-off and show-through.

The alternative some ink makers propose is to use a higher-priced ink with proportionally more pigment [**presstime**, Aug. 1984, p. 54].

Without discounting the importance of ink and other materials, Jaffe says the lack of quality control at some newspapers contributes to the rub-off problem.

"The newspapers are not blameless," he says. "It's not a clean picture. I think more can be done in (newspapers') own operations than with the ink itself."

Both Jaffe and Rodney represent the school of newspaper thought that the ink makers can do little to improve oil-based ink quality, and whatever improvements can be made are not worth the added expense.

"The amount of improvement (in rub-off) is small compared to the cost difference," says Jaffe.

Rodney says he has compared better quality inks with standard ones, "but I couldn't see the difference. As long as the ink is oil-based, you're not going to eliminate rub-off."

Many ink company researchers point to that attitude and the generally non-competitive newspaper markets as two reasons why better inks have a difficult time finding their way into pressrooms.

George S. Greene, director of news ink development at Sun Chemical Corp.'s General Printing Ink division, believes the issue of rub-off is essentially a matter of how a newspaper views its readership. He says many publishers apparently hold the opinion that "a daily newspaper reader will not change his reading habits" because he or she gets dirty hands from picking up the paper.

"When it comes down to nickels and pennies," Greene says, newspapers must decide whether "less rub-off will have a beneficial effect on sales."

Besides the cost factor, another matter that has to be addressed is the development of criteria for acceptable rub-off levels. ANPA is in preliminary discussions with ink companies and other vendors (of presses, plates, fountain solution, blankets, newsprint, etc.) on the feasibility of establishing such standards.

"Until we come to some kind of consensus on objective test procedures, it's going to be difficult to judge rub-off," says Bruce E. Blom, technical director of the Flint Ink Corp.

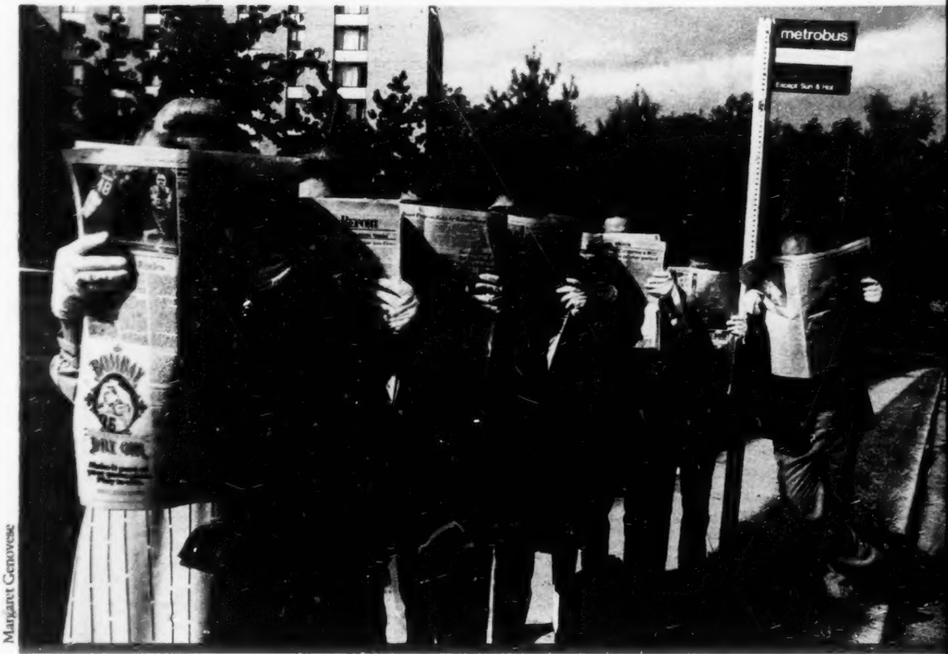
Blom and others say the delicate balance in ink formulations also inhibit development of better inks. By altering the formulations, Blom says, "the trade off may be too severe—and that's not necessarily with cost." For example, an additive intended to reduce rub-off might increase the problem of misting.

Testing new inks. Recent research activity centering on rub-off has resulted in some thawing of permafrost attitudes among the producers and the users of ink.

"The ink makers are getting the message that publishers are willing to pay for quality ink," says ANPA's Cashau, and cooperation between newspapers and ink companies seems to be on the rise.

Several ANPA-member papers are working with ink firms toward the development of better oil-based inks that are not cost-prohibitive. And the Association is pursuing its tests on non-petroleum-based ANPAINK™ for letterpress and offset presses [**presstime**, Oct. 1984, p. 57].

"The ink companies have assumed too long that we wouldn't pay for a better ink," says Charles R. Blevins, vice president/production of Gannett Co. "There are many of us who feel there is something that can be done about rub-off."


Margaret Genovese

The bus will arrive long before a more practical solution to the rub-off problem.

Blevins and others say the crux of the effort toward less rub-off is "perceivable improvement"—in other words, that which can be readily seen with the eyes.

"It's the ink companies' challenge to find a better ink at an acceptable price," says Blevins. "And the one that does will get the business."

Taking that cue, the four major ink manufacturers have been actively involved with several newspapers, among them The Baltimore Sun, The Washington Post and the St. Petersburg Times and Evening Independent.

"All the ink companies are once again addressing the problem of ink rub-off," says Sun Chemical's Greene.

One firm, J.M. Huber Corp., has manufactured a "no rub" offset black ink that is being tested at the St. Petersburg papers, according to Ralph J. Anderson, the papers' plant production manager.

Although Huber officials conceded the ink was expensive, Anderson elected to test it anyway.

The newspaper business is more quality conscious, and ending rub-off is part of that consciousness.

"The first test turned out very, very favorably," Anderson says.

While ink makers and other papers may prefer precise, objective measurements to determine rub-off, Anderson opted for a more conventional, subjective way: He flipped his way through the test pages, then examined his finger tips. "That's the acid test," he says, "because that's how the complaints originate."

The St. Petersburg papers are also testing a low rub-off offset ink produced by Flint Ink Co., Anderson reports, and the Huber and Flint inks will be tested against each other in the future.

The Baltimore Sun has been testing offset black inks made by Sun Chemical and United States Printing Ink for two years, and the results indicate that at least one ink "offers a significant (20 percent) improvement in rub-off without economic penalty," according to Louis J. Franconeri, vice president/operations. "But there's room for more improvement without economic penalty."

Meanwhile, the tests on ANPAINK conducted at The Washington Post from February to August indicated that it not only works but possesses benefits that were better than anticipated.

When ANPAINK was conceived, reduction of rub-off was not one of the primary objectives. Cashau notes that the ink project was inspired by the oil crisis in the 1970s, when it became clear to the Association's Board of Directors that an environmentally safe, non-petroleum-based alternative to standard letterpress inks should be available.

Because the vehicle in ANPAINK can carry a proportionally greater amount of pigment, ANPA researchers suspected the ink would have better rub-off and set-off characteristics.

At the Post, while no objective testing was done on rub-off, the consensus among observers was that rub-off was no greater than, or even less than, that from standard letterpress black ink. Significantly, the pipe rollers leading to the folder from the unit that printed with ANPAINK collected no ink at all.

But there were some glitches in the tests.

"It took the commercial (ink) people a while to learn how to make it," Cashau says.

Two of the four batches prepared for the Post experiment had to be reprocessed—once because the pigment was ground too coarse, and once because the ink's viscosity was causing show-through.

Post executives also had some reservations about the ink's hue, but overall the participants termed the results a success.

"If we had to switch (inks)," says the Post's Might, "I see it as something that would work."

The next phase in the tests will consist of producing several small batches that will be combined in a 1,000-gallon lot, which will then be pumped out of barrels during a full-press run.

Also recently, Association researchers completed tests of the offset version of ANPAINK at The Newspaper Center in Reston, and field tests should be underway by the end of the year or early next year.

Preliminary results indicate the offset ink, too, possesses better rub-off characteristics than standard offset inks.

"The main thing we saw was better laydown and better transfer of ink," comments John Moynihan, the chief developer of ANPAINK.

Notwithstanding the moves toward improved inks, the short-term prospects for less rub-off are somewhat nebulous.

Some observers doubt whether there will be any immediate action to mass produce these new inks, because of the ink industry's conservative, price-sensitive nature.

The biggest unknown of all, of course, is whether flexographic printing will catch on in the newspaper industry [presstime, July 1984, p. 41].

Whether flexography ultimately eliminates rub-off, whether the ink makers market improved offset and letterpress inks, whether newspapers buy them—these questions are only for conjecture at this point.

What is certain is that the newspaper business is more quality conscious today, and the elimination of ink rub-off is part of that consciousness.

As John B. Lake, then the publisher of the St. Petersburg Times, told the ANPA Operations Management Conference & Exposition last year in Las Vegas, there will be an easy way to determine when the newspaper industry has achieved quality: "The day I get off an airplane (after reading several newspapers on board) and don't have to wash ink off my hands, I'll know we have arrived at it." ☐

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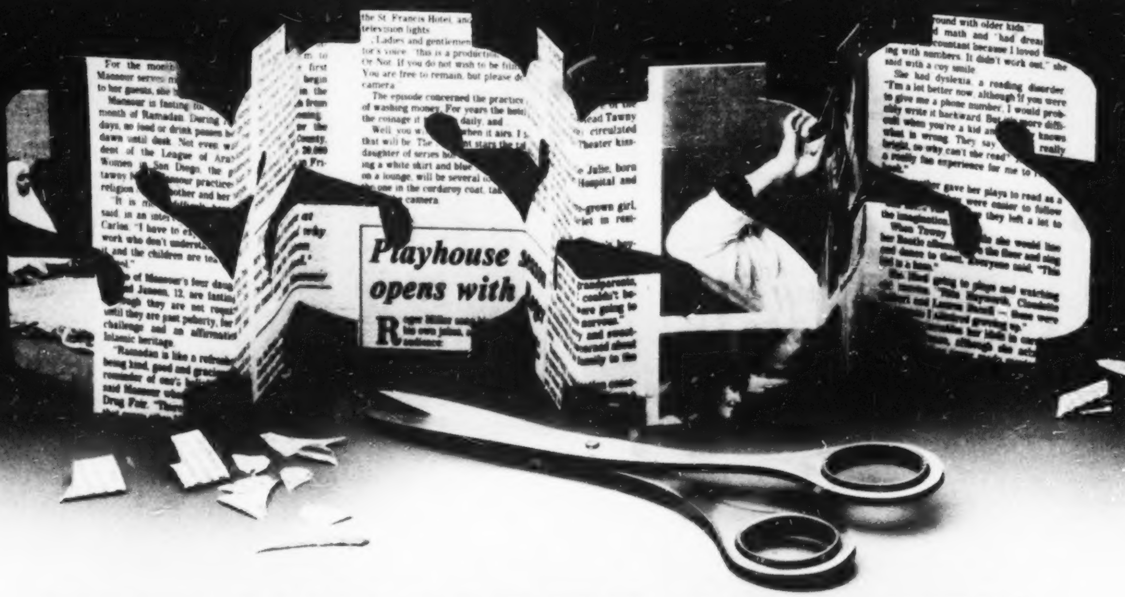

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Newspaper Museums

There's no central display

BY CLARK NEWSOM
presstime staff writer

There are at least 14 displays of newspaper-related printing equipment and editorial memorabilia in North America. Two others are expected to open soon—an advertising museum in Portland, Ore., and a national printing museum in New England.

But there is no such thing as a "national newspaper museum," and there probably won't be. "I tend to think it's not a high priority item," says Otis Chandler, board chairman and editor-in-chief of Times Mirror Co. in Los Angeles. "The displays now are adequate. A lot of newspapers, including the Los Angeles Times, have their own displays."

William Davis Taylor, board chairman emeritus of The Boston Globe and ANPA chairman in 1972-74, who is working to establish the printing museum, says, "Support from newspapers has been very discouraging."

David L. Bennett, executive director of the Oregon Newspaper Publishers Association in Portland, who is serving on a steering committee for the advertising museum, says the museum has backing from "major corporations, numerous advertising agencies and trade associations across the country . . . but limited newspaper support."

"To our knowledge," says Andrew Hays, vice president/corporate relations for the Chicago-based Tribune Co., "no one's ever focused on the question" of why there is not a national museum that would encompass all elements of newspapering.

Occasionally, it has been suggested that ANPA establish a museum at The Newspaper Center in Reston, but Executive Vice President and General Manager Jerry W. Friedheim says space limitations preclude doing so.

Perhaps the closest thing to a national exhibit of printing and journalism in the United States can be found on the third floor of the Smithsonian Institution's National Museum of American History in Washington, D.C.: The Hall of Printing and Graphic Arts, which opened in 1972, and the adjacent Henry R. Luce Hall of News Reporting (covering print and broadcast media), which opened the next year. "Period rooms" include a newspaper shop, circa 1885.

"Lack of space is a chronic museum problem," notes Elizabeth M. Harris, the Smithsonian's curator of graphic arts. "You have to be selective."

In another federal government exhibit, the U.S. National Park Service Oct. 28 opened a shrine to freedom of the press and the Bill of Rights in Mount Vernon, N.Y. The St. Paul's National Historic Site embraces the former St. Paul's Episcopal Church and a one-time carriage house adjacent to the church. The 4,500-square-foot exhibit is housed within the latter building.

The buildings occupy the site of the village-green election that John Peter Zenger, publisher of the old New York Journal, alleged was a fraud. Charged with seditious libel against the British Crown, he was acquitted by a jury in 1735 after proving the truth of his printed accusations [presstime, Dec. 1980, p. 50].

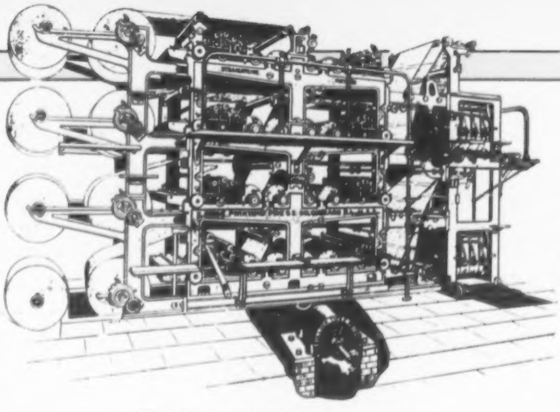
That landmark event in American history is commemorated in a series of dioramas at the new museum.

Originally, proponents of the aforementioned National Museum of Printing had proposed that it be situated within a national historic park of industrial development in Lowell, Mass. [presstime, Nov. 1982, p. 40].

However, the plan fell through, reports Robert L. Richter, president of the nonprofit Friends of the Museum of Printing Inc. and an assistant foreman in the composing room of The Boston Globe.

The tight-space situation cited by the Smithsonian's Harris was one of the problems encountered in Lowell. "After three

Pueblo Publisher Rawlings (left) and composing room foreman Ned Sutton display equipment.



1897 Goss press in Ottawa museum

years of negotiations (with the National Park Service), we found we were going to be put on the fourth floor," says Richter. "The collection has reached 270 tons of material"—much of it donated by newspapers—"in various locations in New England."

Richter says that Friends of the Museum, which has a membership of about 230, is currently exploring six site possibilities, including three in the Boston area. The National Museum of Printing could open as early as next spring "if we are extremely lucky," Richter says.

"Some fine institutions in Boston have looked favorably on it," says The Boston Globe's Taylor, who is co-chairman of the advisory board. He noted that it "would be a working setup" and "a history of the way we were printed."

In Canada, the outstanding current exhibit of newspaper equipment is in the National Museum of Science and Technology at Ottawa. The 1,000-square-foot display in the museum's Graphic Arts Division includes an 1897 straight-line, four-deck Goss press that was manufactured in Chicago and used by newspapers in Montreal, Edmonton and Medicine Hat, Alberta.

Curator D. Geoff Rider notes that most of the collection in Ottawa originated from newspapers rather than commercial printing establishments.

Lesser-known equipment displays. Besides these more ambitious museum undertakings, there are a number of lesser-known displays of equipment.

Three years ago, a Museum of Printing History opened in Houston. The 7,000-square-foot facility—a working, operational museum—attracted 3,624 visitors last year. And the display there will grow. "We have a warehouse of stuff that is not on exhibit yet," says Director Donald M. Piercy.

At least two of the equipment museums are sponsored by newspapers.

In the plant of the Pueblo (Colo.) Chieftain, a small museum is nearing completion. Publisher Robert H. Rawlings says he "got the idea" that a display of hot-metal equipment would be instructive not only for tour groups but for new employees.

The mini-museum includes, in addition to a restored Linotype machine, a lead melting pot, a "pig" mold, an Intertype machine used for ad setting, a teletypesetter from the late 1930s, a mat dryer, and a Ludlow typograph machine used to cast headlines or large ad type.

Rawlings observes that a Linotype is "much more interesting to look at" than a computer.

In 1982, The Orlando (Fla.) Sentinel contributed $21,000 toward a new wing for the Orange County Historical Museum and donated restored equipment to create what Public Relations Manager Hartwell B. Conklin calls "the total atmosphere of the way it was" in the newspaper's composing room—even down to coffee cups and memos—from the turn of the century until the last decade.

Two historically minded production employees "took it upon themselves" to restore 20 tons of equipment that had been destined for disposal, Conklin reports.

Among the other smaller museums, one is state-owned: the Oklahoma State Capital Publishing Museum in Guthrie, the former territorial capital. Its collection includes vintage presses and mainly Oklahoma newspapers from the early 1900s.

The privately owned Graphic Arts Museum of Maryland, the brainchild of fourth-generation printer Bruno Woernle, opened last year.

There are at least two museums on college campuses—the Shakespeare Press Museum at California Polytechnic State University in San Luis Obispo and the Ryther Printing Museum at the University of Kansas in Lawrence.

Non-production museums. In addition to the Luce Hall of News Reporting at the Smithsonian, there are several other displays reflecting non-production facets of the newspaper business.

In Chicago's Museum of Science and Industry, there is an exhibit funded by the Robert R. McCormick Charitable Trust called "Newspapers in America." The permanent exhibit features historic front pages and video testimonials by leading publishers about the newspaper industry. It opened four years ago [presstime, Dec. 1980, p. 50].

Earlier this year, The New York Times donated a Museum of the Printed Word to the Rochester Institute of Technology in New York state. The collection is administered by RIT's School of Printing.

Curator David P. Pankow says the collection includes what is supposedly the first contemporaneously reported news event: an account of a battle between Turks and Christians printed in book form in Germany in 1470. Also on display is a copy of the June 1, 1711, edition of The Daily Courant of London, which some say was the world's first daily newspaper.

"Preserving the history of editors and newspapers" in the three-state area of Texas, Oklahoma and New Mexico is the "main purpose" of the Southwest Journalism Historical Center at Texas Tech University in Lubbock, according to Harmon L. Morgan, associate chairman of the Department of Mass Communications.

The display includes an authentic doll of the "Yellow Kid," a child of the comics that originated during one of American journalism's most competitive eras—the late 19th century. That comic character gave rise to one of the profession's most enduring phrases—"yellow journalism."

The Museum of Cartoon Art in Rye Brook, N.Y., attracts more than 17,500 visitors a year, according to Manager Ashley E. Hunt. There are permanent and special exhibits drawn from the museum's collection of about 60,000 comics, editorial cartoons, magazine cartoons, caricatures, illustrations, comic books and animated cartoons.

What will probably be the first advertising museum in the world is scheduled to open next month in Portland. Materials for exhibits have been procured and will be displayed in a 6,000-square-foot space in an historic building that is being extensively remodeled.

The brainchild of the 800-plus-member Portland Advertising Federation, the exhibits will include print, broadcast and outdoor advertising.

Despite the limited financial support from newspapers cited by ONPA's Bennett, "Newspapers will be very prominent" in the display, says M.P. (Mick) Scott, past president of the federation and president of the museum.

There are also non-museum-related libraries housing significant collections of newspapers, the most prominent of which is the American Antiquarian Society in Worcester, Mass. The society has the largest collection of American newspapers published prior to 1820, including a newspaper published in Boston in 1704. The newspapers are shelved on six miles of climate-controlled stacks. The society was founded in 1812 by New England publisher Isaiah Thomas.

The Worcester collection is among those being cataloged by the federally funded United States Newspaper Project [presstime, Sept. 1984, p. 13]. ☐

Responding to change in the marketplace

BY C. DAVID RAMBO
presstime staff writer

As newspapers strive to meet increasing advertiser demands for more complete market coverage, they must deal with a particularly powerful force over which they have little control. That is the Audit Bureau of Circulations, the "tripartite" organization of advertisers, ad agencies and publishers that audits publications' paid circulation according to uniform, tightly controlled guidelines.

The non-profit audit bureau is the final authority on how many copies of a publication have been sold. And, of course, that is a key element in determining how attractive a publication is to advertisers.

But ABC has been criticized in some circles recently as tying the hands of publishers who want to move more aggressively in today's highly competitive environment.

At last year's annual ABC conference, for example, Gannett Co. Chairman Allen H. Neuharth laid out into the open some newspaper executives' disenchantment with the bureau. Calling ABC rules "archaic," Neuharth said the bureau should provide more data on demographics and readership to serve "smart publishers" who are "targeting people" and "not just numbers."

But another newspaper executive—and ABC board member—defends the scope of the organization's work. While the bureau must always consider any needed revisions, "Our mission is to audit paid circulation, and that's exactly what we do," says William C. Green Jr., vice president and general manager of The Birmingham News Co.

Another controversy has swirled around the question of how ABC should tabulate "bulk sales"—bundles of papers sold at a discount to a single customer, such as a hotel or an airline, which in turn distributes the copies free to customers.

Many large newspapers favor counting bulk sales as paid circulation, but some smaller ones that lack as many bulk-sales opportunities oppose the idea. They also maintain it could lead to fraudulent reporting.

The ABC Board of Directors in ~~1983~~ laid the issue to rest, at least for the time being, by voting to maintain half-century-old rules disallowing bulk sales as eligible for the paid category. Such sales continue to be reported separately.

But a number of other disputes involving the audit bureau continue to simmer.

Controversy over ABC operations is not new. Nor is it surprising. "Any time that you've got a policeman-type organization . . . you're going to have some friction," observes Fred W. Smith of Donrey Media Group, Las Vegas, whose term on the ABC board expired during the bureau's 1984 conference Oct. 30-Nov. 1 in Toronto.

The bureau's history. One of the earliest sources of strife over circulation auditing came in the basic reporting itself, even before ABC was founded. Many publishers refused to divulge circulation figures—or at least *accurate* figures.

Publishers in the late 1800s usually refused to give out circulation figures because they were "a trade secret," explains Charles O. Bennett, ABC vice president of communications and author of the 1965 book on the history of ABC, *Facts Without Opinion*.

Advertisers began to insist on being provided accurate circulation data, however, and publishers responded by releasing numbers, albeit not always factual ones.

In the early part of this century, the concept that advertising rates should be linked to circulation gained wider acceptance. And so in 1914, ABC was born, its mission to verify paid circulation of publications [**presstime**, April 1981, p. 41].

ABC "provided a common language of terms and clear definitions by which advertisers, advertising agents and publishers could converse with mutual understanding," Bennett wrote in his book.

There was, perhaps expectedly, some disharmony along the way. Arguments over auditing rules at one point even prompted ANPA to consider starting its own circulation auditing operation, but that never materialized.

Another early sore point involved ABC's auditing of more than a dozen allegedly free-circulation publications that one critic said amounted to "nothing more than house organs for advertisers," although others said they met a market need. The ABC membership subsequently changed bylaws not to allow free-circulation publications in membership.

Current issues. Today, the audit bureau faces some similar issues and an array of others. Among them:

- Should ABC verify publisher claims about distribution of free-circulation, total-market-coverage vehicles?
- Should ABC provide information on readership, local population and other audience data?
- Should ABC allow newspapers to promote the value of cents-off coupons contained in the same day's edition?
- Should ABC require mandatory auditing by ZIP code, as it has decided to do late next year?
- How should street sales be allocated in ZIP code auditing?

One reason the questions are not quickly answered is that opinion on them is divided even among publishers. To help establish a consensus, or at least measure the attitudes of newspaper executives, the

Controversy about ABC is not new. Nor is it surprising. "Any time that you've got a policeman-type organization . . . you're going to have some friction."

newspaper business last year formed a special committee to deal with ABC matters.

One of the first actions of that group, known as the ANPA/Newspaper Advertising Bureau-ABC Liaison Committee, was to issue a carefully worded statement saying ABC should take "an enhanced role" to assist newspapers and advertisers with the "dramatically changing marketing concepts" of the 1980s.

The committee said ABC should review "restrictions" on newspapers' circulation sales, pricing, distribution and promotion practices; create different auditing requirements for newspapers with sophisticated marketing practices and those operating on a simpler level; and use more computer technology to perform sophisticated audits.

The committee also has proposed a small-scale "field test" on the sales effect of promoting coupons the day of publication, and more generally it has served to focus greater publisher attention to ABC matters [**presstime**, Oct. 1984, p. 35].

One reason newspaper publishers have not been more enthusiastic about audit bureau matters is that their representation on the ABC board is relatively small. The board is composed of 18 advertiser and advertising agency representatives and 15 publication representatives, eight of whom are from newspapers.

Yet newspapers make up the largest segment of ABC membership. As of Aug. 31, the 4,910 members included 1,352 dailies, 505 non-dailies, 1,269 advertisers, 427 ad agencies, 535 magazines, 40 farm publications, 272 business publications and 510 "associate" members such as universities.

All pay annual membership fees. National advertisers pay $90 per year and regional advertisers pay $20. Agencies pay rates that vary from $100 to as much as $7,000, depending on their print-media billing.

Publications pay anywhere from $7.50 for small weeklies to $2,500 or $3,500 for large magazines. Publications also pay auditing fees of $40 per hour for field audits.

Audits are conducted at magazines and large dailies every year and at small dailies every other year. Weeklies may be audited annually, biennially or—if part of a group-wide audit—every four years.

With an annual budget of $10.1 million, ABC employs 184 people, 92 of whom are auditors—80 in the field and the other 12 assigned permanently to the bureau's headquarters in the Chicago suburb of Schaumburg, Ill. The home-office auditors double-check work of their counterparts in the field, according to Bennett.

The staff is headed by M. David Keil, whose background includes advertising and marketing. (See profile, p. 30.)

Undoubtedly, as marketing issues continue to evolve, concern—even controversy—over ABC practices will continue. Bennett calls that "healthy. . . . It's an indication of the value that each of these three"—the tripartite arrangement of advertisers, ad rep firms and publishers—"place in ABC."

In Bennett's view, "The more controversy we have, the more input we have" from the three sides. ☐

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Newspapers without large staffs and big budgets use innovation, imagination, teamwork to get results

Excellence in small dailies

BY C. DAVID RAMBO
presstime staff writer

(Editor's note: For this examination of how some small daily newspapers produce quality journalism, **presstime** *polled editors, publishers, press association executives and journalism educators from across the country, subscribed for several weeks to many of the papers cited for their excellence, and interviewed leaders at many of those publications. The 14 papers mentioned in this article certainly do not comprise an all-inclusive list. The intent of this article is not to present a listing of "best" small dailies. Rather, it is meant to benefit all such papers (more than 80 percent of all U.S. dailies have less than 50,000 circulation) by showing how some of the better ones do their jobs.)*

Like most small newspapers around the first of the year, The Natchez (Miss.) Democrat publishes articles on the "year in review," taking a look at major news events of the past 12 months.

But unlike most, the Democrat, a morning paper with circulation of 14,384, turned its 1983 review into a reporting challenge, "something really special," says Associate Publisher and Editor John Mathew.

Instead of just banging out rewrites of old clips, he says, the staff was assigned to develop in-depth, analytical pieces. Happenings were put into perspective. Quality of writing and editing was paramount.

The project—a broadsheet section called the "Progress" edition—evolved into a contest. Each piece was submitted to editors of another newspaper for evaluation. Writers of the best work received bonuses totaling $1,500.

In addition, Democrat Publisher Dolph Tillotson presented a special first-place prize: an expense-paid weekend in New Orleans.

This kind of attention to what is just a perfunctory chore for many newspapers may seem extravagant. But it is one reason the Democrat often is cited as among the better small dailies in editorial quality.

As such, the Democrat is one of more than a dozen independently owned or small-group dailies whose reputations for editorial excellence extend far beyond their limited circulation areas.

How do these top performers manage to offer superior news coverage despite their relatively small size?

Surprisingly, with some exceptions, the quality small dailies interviewed by **presstime** do not spend a lot more on their editorial product than the majority of small newspapers. The Inland Daily Press Association's Cost and Revenue Study for 1983 showed that for participating newspapers with circulations up to 50,000, the average news-editorial expense as a share of total operational expenses was 14.66 percent. The average for the newspapers interviewed for this article is slightly more than 15 percent, with the highest figure being 20 percent.

Also, the stellar small dailies do not have extraordinarily large staffs. An industry rule of thumb for average editorial force is 1 or 1.2 people per 1,000 circulation. Newspapers surveyed range from .7 to 1.4.

Nor do these dailies have above-average newsholes. The Inland study showed that for participating newspapers up to 50,000 circulation, the average space devoted to paid advertising was 46 percent of the total. For "news-editorial" space, it was about 52 percent, with unpaid advertising such as house ads accounting for about 2 percent. Most of the papers in the **presstime** survey are in the 50:50 to 55:45 percent range for the advertising/editorial ratio. The editors point out, however, that their publishers do not hesitate to provide extra space for special occasions. For instance, when President Reagan visited the Missouri State Fair last summer, Publisher Jules Molenda of The Sedalia Democrat (evening, circulation 14,605), said, "Do whatever you need," according to Managing Editor Jane A. Turpin, and pages were added.

The quality small dailies do pay relatively high starting salaries for reporters. The median starting pay for 1983 journalism school graduates at dailies was $215 a week, according to the Dow Jones Newspaper Fund (presstime, Aug. 1984, p. 6). All of the newspapers examined for this article pay above that except one, which has an entry-level base of $192 per week. Starting salaries of the other papers, some of which tend not to hire inexperienced people, range up to $300.

Moreover, all of the quality small dailies have set high journalistic standards and work hard to uphold them.

Defining "quality." How have those papers built a reputation among peers, journalism educators and press organizations for quality? It has been done cumulatively—in the day-to-day practice of providing professional, comprehensive coverage of their communities.

Each covers government extensively but writes about much more than just what happens at public meetings.

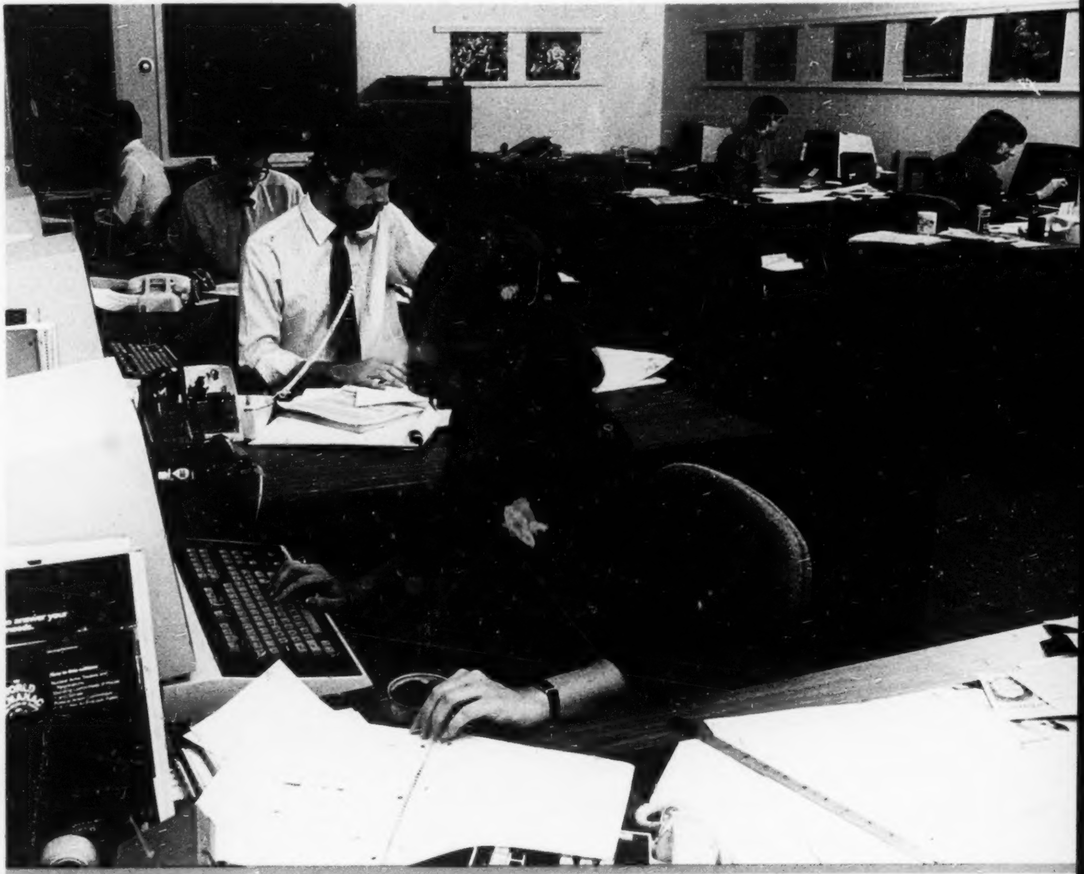
Each chronicles its community's everyday happenings, such as births, marriages and deaths.

Each tries to record the ever-subtle yet constant changes in the community's social fabric through "people" and "trend" features.

Most run process or spot color daily or at least on special occasions. In some cases, they are way ahead of major metropolitan newspapers on the color front, just as small papers led the industry in early use of offset printing.

These and many other factors lead to countless examples of journalistic enterprise. Typical of them are:

- A series of investigative pieces in The Berkshire Eagle (morning, 32,624) leading to charges of ethics violations filed by the Massachusetts Ethics Commission against the Norfolk County, Mass., treasurer. The commission charged that the public official improperly arranged mortgage loans for family members of the Berkshire County treasurer.
- A piece in The Anniston (Ala.) Star (evening, 30,461) on the Alabama Education Association, showing that AEA is the strongest lobby in the state—so strong, in fact, that people running for office have to "court" it if they hope to succeed.



The newsroom of The Natchez Democrat may be smaller than a metropolitan daily's, but the activity level matches that of any big-city paper.

- Hundreds of stories and photographs in The Daily News (evening, 26,225) of Longview, Wash., on the eruption of Mount St. Helens, leading to the Pulitzer Prize in 1981. (See stories, pp. 18 and 20.)
- Regular articles in the Lewiston (Idaho) Morning Tribune (24,445) on people with no particular claim to fame. The subjects are randomly selected from the names in the phone book. The pieces are written by the Tribune's "roving" reporter.
- Extensive coverage of an oil spill in the St. Lawrence River by the the Watertown (N.Y.) Daily Times (evening, 42,493), involving every newsroom staffer.
- Articles in the Rutland (Vt.) Herald (morning, 21,695) by Herald reporters who traveled with candidates for state office—an assignment not usually the province of small dailies but one typical for the Herald. It considers statewide coverage a crucial element of local coverage.
- A four-page, on-deadline special report on the 1984 Kentucky Derby produced by the Messenger-Inquirer (morning, 33,457), Owensboro, Ky. The report, used as a "wrapper" for the regular edition, included color photographs, news stories and features.
- The Oak Ridger (11,860, evening) of Oak Ridge, Tenn., sends correspondents to national political conventions as "kind of a perk" for staff members and as a service to readers.

Reporter Megan Price of the Rutland Herald chronicles public business at a meeting of the Rutland Board of Aldermen.

Vyto Starinskas, Rutland Herald

There are also countless examples of routine, thorough coverage that often goes unrecognized in discussions of major achievements. As Stan Felder, editor of the Prince George's Journal (morning, 38,524) of Lanham, Md., says: "We're always at the school board meetings. . . . We're always at the city council meetings—not just the controversial ones."

Editors responsible for this kind of work say they aim as high as their big-paper brethren.

"The professional standards here are no less than any large newspaper anywhere else in the country," adds Felder, whose career has included stints at The Washington Star and The Miami News.

"Quality has to do with state of mind, not with the size of your circulation," emphasizes The Anniston Star's managing editor, Chris Waddle, whose background also includes work at large dailies. "We don't think small."

Richard D. Smyser, editor of The Oak Ridger, says, "Local papers *can* think big and *should* think big."

Readers should be able to rely on the local paper as their one, good source of information, he adds.

Of course, despite the examples of "good" small-daily journalism, there are plenty of newspapers that seem to be mired in mediocrity. They are the ones that spend virtually all their time sitting in long and unproductive government meetings, and writing no stories outside those routine forums. They place little emphasis on quality writing, editing and packaging. Their decisions on how to proceed are based on the safe approach that "we've always done it that way."

"What is lacking at many papers is commitment, care, concern," says Tillotson of The Natchez Democrat.

"There are still a lot that come back (from a government meeting) and write up the minutes" instead of a news story, says Patrick J. McKeand, a newspaper consultant and director of the newspaper editing course at the Defense Information School, Fort Benjamin Harrison, Ind.

McKeand says he worked 12 years as managing editor of a small Indiana daily that needed improvement. He was unable to effect much change because of lack of support from higher-ups, he says.

"When I went there, it was a terrible newspaper. . . . The

Some programs tailored for community journalism

Even though newspapers of all sizes benefit from the many programs and seminars designed to improve journalism skills, there are events designed especially for smaller publications.

Among them:

- Programs of **ANPA**, including the ANPA Foundation seminar on "Research for Medium-to-Small Newspapers," Nov. 14-16 at The Newspaper Center. For more information, contact the Foundation or the ANPA Training Services Department at The Newspaper Center.
- Programs of the **American Press Institute**. The 1985 agenda includes seminars on "Management of the Weekly Newspaper," Jan. 27-Feb. 1; "Editing the Weekly Newspaper," April 21-26; "Executive Editors and Managing Editors" for papers with less than 50,000 circulation, May 12-22; "Management and Costs," less than 75,000 circulation, June 16-26; and "City Editors," under 75,000 circulation. Contact API, 11690 Sunrise Valley Drive, Reston, Va. 22091; (703) 620-3611.
- Programs of the **National Newspaper Association**, membership of which consists of weeklies and small dailies. The association holds seminars in conjunction with state press associations. NNA also holds events geared toward small dailies and weeklies at its annual convention, next scheduled Sept. 18-21, 1985, in Minneapolis. It also operates a small-paper information "hotline" at (202) 466-7200. Contact NNA at 1627 K St. NW, Suite 400.
- Seminars of **Inland Daily Press Foundation**, with the 1985 agenda including "Conference for Small-Circulation Newspapers." A schedule for all Inland seminars next year will be available early this month. Contact Inland Daily Press Association, Suite 802 West, 840 N. Lake Shore Drive, Chicago, Ill. 60611; (312) 440-1230.
- Programs of the **Smaller Newspapers Committee**, Southern Newspaper Publishers Association. Contact SNPA at 6065 Barfield Road, Suite 222, Atlanta, Ga. 30328.
- The annual editorial conference of **Suburban Newspapers of America**, next scheduled April 9-12 at the Desert Inn in Las Vegas. Contact SNA, 111 E. Wacker Drive, Chicago, Ill. 60601; (312) 644-6610.

owners didn't care what was in it. When I left there 12 years later, it was still just another bad newspaper," McKeand says.

He and other sources make the point, though, that assessing the differences between a "good" and "bad" newspaper is a subjective process.

Opinions vary widely on design, use of color, mix of local and national stories on the front page, compartmentalizing copy, writing styles, and numerous other facets of editorial decision-making.

But there is universal agreement that the best newspapers are those with the mix of news and other information that fully serves the needs of their individual markets.

A telling factor may be how the papers keep pace with growth in their communities. The better ones will thrive, observers say, while the poorer ones may lag.

"Smaller papers have an absolute, distinct advantage in the 1980s," says Felder of the Prince George's Journal. They, not the metros, are the ones geared to covering local news most thoroughly in growth areas, he says.

Owner commitment. According to all editors surveyed by **presstime**, the efforts to put out an outstanding small newspaper—to really shine at covering the news—hinge on a key prerequisite: a supportive publisher, one who wants and demands a good editorial product.

These publishers, in turn, say their path to editorial success is blazed by top-notch editors who surround themselves with other talented journalists.

"In all these places, you have a publisher who has the wisdom to hire good people and give them freedom and the trust to act," says Mario Garcia, associate director of The Poynter Institute for Media Studies, St. Petersburg, and journalism professor at the University of South Florida and at Syracuse University.

He says that lacking such a high-echelon commitment, the staff often is "panic-stricken" and "won't make a move unless they get approval from five people above them. There's no progress in that system."

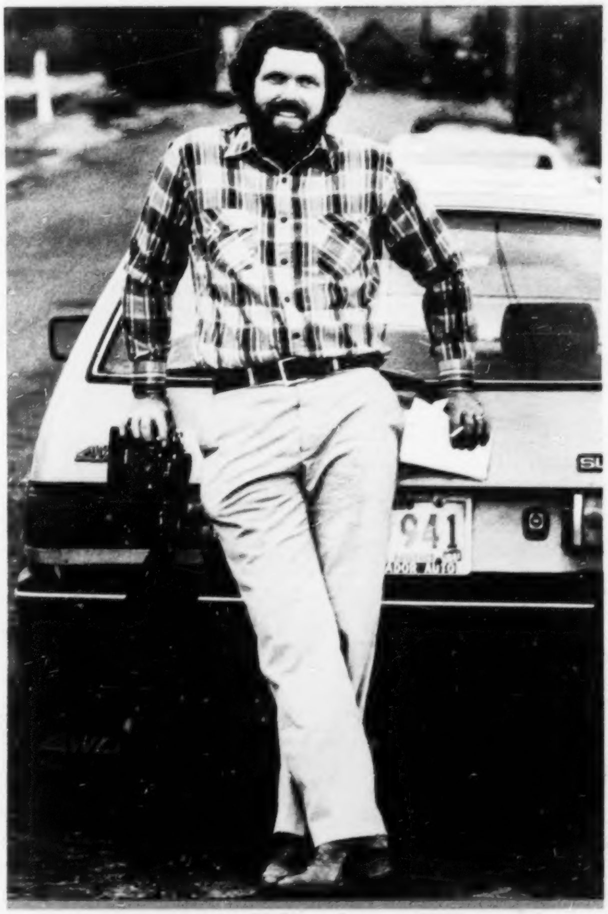
Perhaps an even more fundamental element in the formula for success is team effort. "You may have 15 people on a newspaper who don't have team spirit, and they produce as 15 individuals," Garcia explains. "But then you may have a group of three people who produce as a team." Proportionately, the smaller group produces much more and with higher quality.

A commitment to excellence leads to more than a newspaper that readers appreciate and enjoy. It also enables a newspaper to attract talented journalists who seek satisfying career opportunities.

An example of a person who found a home at a small daily is George F. Richardson, who joined the Wenatchee (Wash.) World (evening, 27,988), fresh out of college, in 1957. He has been managing editor for the past 10 years.

Pleasant, small-town environments such as that offered by Wenatchee also are found appealing by many journalists, including some who have made their mark in big-city newspapering. Robert E. L. Baker began his career at The Free Lance-Star of Fredericksburg, Va., in 1947. Four years later, he moved to The Washington Post. In 1976, after 25 years at the Post, he was offered an opportunity to return to scenic, historic Fredericksburg as managing editor, and did so.

However, the small daily that emphasizes editorial quality can find that turnover is a problem. Its newsroom can be perceived—both inside and outside the organization—as a "training ground" for up-and-coming journalists.


Greg Mellis, Lewiston Morning Tribune

David Johnson, the Lewiston Morning Tribune's "roving reporter," writes features on people normally out of the news.

Harriet M. Heithaus, managing editor of the Troy (Ohio) Daily News, illustrates the situation. She says the median age of her 13-person editorial staff is 24 or 25 and "invariably, they go on to bigger newspapers." At age 35, Heithaus is the "senior" staff member, she says.

"In three years, we have had three sports editors go," reports Mathew of The Natchez Democrat.

Dealing with turnover. But all the same, given the choice of second-rate journalists who quickly fade to deadwood, the editors say they prefer rising stars in the business, even for brief periods. Indiana consultant McKeand says editors should simply accept the fact that good people will move on. Having done that, he says the objective is to help them make the most of their brief tenure.

"Encourage them to learn, to build a portfolio," he recommends.

One way some newspapers combat turnover is, logically, to pay well. "We're not Guild, but the publisher wants to stay at Guild (pay levels) or above for this size daily," says Richardson of Wenatchee.

Fredericksburg's Baker also says his paper pays "fairly well. It enables us to select the people we want and then try and keep

> "Local papers can think big and should think big." Readers should be able to rely on the local paper as their one, good source of information.

them happy."

Another way Baker tries to keep his staff happy is to "give them something to do above the average" as often as possible. For example, Free Lance-Star environmental reporter Larry Evans in late October was wrapping up the longest project he had ever undertaken, a special feature supplement on the Rappahannock River. Evans interviewed people the length of the river, from Fredericksburg to the Chesapeake Bay.

The Lewiston Tribune employs such a system, too. Every 10 weeks, each reporter gets one week off from routine beat coverage to work on a major piece, says Managing Editor Paul M. Emerson.

The diversion helps because, as Felder of the Journal in suburban Washington, D.C., points out, "Money isn't everything" to dedicated newspaper reporters and editors. "Our people compete head to head with The Washington Post, and they win. They can't do that anywhere else."

But when an ambitious young reporter or editor gives notice, replacing that staff member need not be a major problem. Daryl R. Moen, a newspaper consultant and chairman of the editorial department at the University of Missouri School of Journalism, says many good people are available if newspapers are willing to look beyond their immediate circulation area.

There are "a lot of good young people who'd like to go to a small paper for a couple of years rather than go to big-city journalism right away," he says. Starting-salary offers of as low as $225 a week will attract some students in the top 15 percent of their class, he says.

Cody Hall, executive editor of The Anniston Star, says it is important to have a good mix of recruits, some from the local community and some from nationally prominent schools. The Star has recruited nationally for 20 years, he explains, in addition to regularly hiring local residents.

Some smaller newspapers, such as The Daily News of Longview emulate many metro dailies by having a policy of not

Small papers win their share of Pulitzers, too

A number of small dailies and weeklies have received the Pulitzer Prize since that competition's founding in 1917 to honor outstanding achievement in American journalism, letters and music.

The following 15 are newspapers of less than 50,000 circulation that won the prize within the last 15 years.

For **meritorious public service**:

- The Anchorage (Alaska) Daily News in 1976 for "its disclosures of the impact and influence of the Teamsters Union on Alaska's economy and politics."
- The Lufkin (Texas) News in 1977 for "an obituary of a local man who died in Marine training camp, which grew into an investigation of that death and a fundamental reform in the recruiting and training practices of the United States Marine Corps."
- Point Reyes (Calif.) Light, a weekly, in 1979 for its investigation of Synanon.

For **general spot news reporting**:

- The staff of the Xenia (Ohio) Daily Gazette in 1975 for its coverage, "under enormous difficulties, of the tornado that wrecked the city on April 3, 1974."
- The Longview (Wash.) Daily News in 1981 for its coverage of the Mount St. Helens volcano eruption.

For **local investigative specialized reporting**:

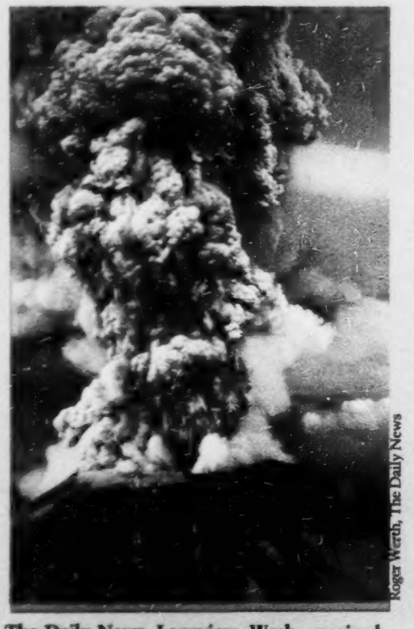
- The Sun Newspapers of Omaha, Neb., a group of weeklies, in 1973 for "uncovering the large financial resources of Boys Town, Neb., leading to reforms in this charitable organization's solicitation and use of funds contributed by the public."
- Anthony R. Dolan of The Advocate, Stamford, Conn., in 1978 for a series on municipal corruption.
- Gilbert M. Gaul and Elliot G. Jaspin of the Pottsville (Pa.) Republican in 1979 for stories "on the destruction of the Blue Coal Company by men with ties to organized crime."

For **editorials**:

- Paul Greenberg of the Pine Bluff (Ark.) Commercial in 1969 for editorials the previous year.
- Horance G. Davis Jr. of the Gainesville (Fla.) Sun in 1971 for his editorials "in support of the peaceful desegregation of Florida's schools."
- John Strohmeyer of the Bethlehem (Pa.) Globe-Times in 1972 for his "editorial campaign to reduce racial tensions in Bethlehem."
- Roger B. Linscott of The Berkshire Eagle, Pittsfield, Mass., in 1973 for editorials the previous year.
- The Georgia Gazette of Savannah, a weekly, in 1984 for a series of editorials on various local and state matters.

For **spot news photography**:

- John Paul Filo of the Valley Daily News and Daily Dispatch of Tarentum and New Kensington, Pa., in 1971 for coverage of the Kent State University killings in May 1970.
- Thomas J. Kelly III of The Pottstown (Pa.) Mercury in 1979 for a series called "Tragedy on Sanatoga Road."



Roger Werth, The Daily News

The Daily News, Longview, Wash., received the prize for its Mount St. Helens coverage.

hiring raw beginners. "People tend to get off to a faster start if they've had some experience elsewhere," says Managing Editor Robert B. Gaston. The News does extensive background checks on prospective employees, including calling news sources about whom the applicants have written.

Manpower questions. There is a limit on how many staff members newspapers can afford to employ, of course, and Managing Editor Waddle of The Anniston Star observes that "there are never enough people to do things conveniently," regardless of a paper's size. But some editors say the question is an especially critical one for small dailies where every single person can play significant roles.

The better small dailies seem to pay particular attention to the question of how best to use the few people on staff. This goes beyond having reporters do double duty as photographers—a common practice at many small papers.

The Sedalia Democrat, for example, assigned stories to all staff members in planning for coverage of Reagan's Missouri State Fair visit. Assignments were made according to each individual's particular writing strengths. Features were written by those adept at light-and-breezy journalism; harder news stories were handled by the staff members more agile in that area, says Managing Editor Turpin.

On a day-to-day basis, the question of how to allocate resources comes up frequently in terms of the logistics of covering local government.

One factor in determining how many lower-level meetings to cover is the degree to which a newspaper wants to be considered the "paper of record" in its circulation area. That is, it must decide how much detail it wants to provide about local government, births, deaths and other public-record-type information.

The dailies interviewed are divided on this issue. While they all strive to provide thorough coverage of government meetings, they do not attend every public meeting in every town 60 miles away. Instead, they scramble after-the-fact to pick up on important business they did not witness.

A common way to do that is to call the town clerk and other government officials after the meeting, and to read minutes.

The Berkshire Eagle (morning, 32,624) of Pittsfield, Mass., goes to the trouble of also contacting individuals with business before governing bodies.

Managing Editor Heithaus of the Troy Daily News says one way she gets a handle on what is important before the various public bodies is to attend meetings herself as an observer. "Just showing up, just to see what's going on, really provides a different perspective" than never leaving the office, she says.

Once they have caught up with what happened, many of the small dailies do brief items on highlights. For example, the Messenger-Inquirer of Owensboro, in an attempt to give readers a quick-scan rundown, publishes "digests" of meetings. They consist of one-sentence, "nuts and bolts" bullet items, explains Executive Editor Rob Schorman. Such pieces are "one way that we kind of backstop ourselves" when staff members do not cover events in person, he adds.

The editorial mix. Questions of coverage extend far beyond determining how—or if—one beat reporter will cover 15 town commissions.

"It is a matter of knowing that the menu for our readers is not just the rote happenings of the community," explains Baker of The Free Lance-Star.

For instance, Baker says 18,000 people from the Fredericksburg area commute 50 miles north to Washington, D.C., where they hold a variety of government and private-sector jobs. "Our menu has to satisfy them, too," he says, by including coverage of such topics as transportation and federal employee issues.

Of course, despite the examples of "good" small-daily journalism, there are plenty of newspapers that seem to be mired in mediocrity.

The Free Lance-Star also has sent reporters and photographers to Washington to cover special events, such as the visit of Pope John Paul II.

Most newspapers do not have the Nation's Capital within driving distance. But some small dailies nonetheless try to localize political and other Washington coverage. The Anniston Star and two other papers, for instance, put together a "consortium" and hired States News Service of Washington to provide tailored reporting from the Capital.

Most of the time, of course, newspapers cover national and international news by running wire copy. Although few of the papers examined subscribe to both the Associated Press and United Press International, most do buy at least one supplemental news service in addition to AP or UPI. This enables a paper to offer readers a more comprehensive report on international, national and regional events.

The majority of the 50,000-and-under dailies interviewed present on page one a mix of staff-written local news and wire-service-provided national and international news. "Sixty percent of our readers don't get another newspaper, so we have an obligation, we feel, to have the top of the national and international news" displayed prominently, says Baker.

Owensboro's Schorman is adamant on this point. "This theory that we give them only local news is OK, but in some ways it is self-defeating," he says. It is, in effect, "just telling people to go look somewhere else for what's happening in the news."

In some cases, small dailies feel they have no choice but to let people look elsewhere. The Prince George's Journal could not begin to cover national and international events as well as The Washington Post, even with an arsenal of wire material. As a result, the paper runs very little of it while intensely covering local news—often beating the Post in breaking local news. "You've got to satisfy needs of the readers," says Publisher Geoffrey Edwards.

Although staff-generated copy usually occupies the bulk of the newshole devoted to features, many of the small dailies take from the wires when they are short of features or when there is a particularly good wire piece.

The Free Lance-Star also uses wire material to help fulfill its goal of running on the front page every day an easy-read brightener in the form of "a positive or achievement story," according to Baker. If there is no local piece that fills the bill, editors will choose a story or photo from the wires.

Many of the small dailies anchor wire copy used on inside pages by compartmentalizing—world news, national news, regional news, etc.—although there are some good ones that

A commitment to excellence also enables a newspaper to attract talented journalists who seek satisfying career opportunities.

prefer not to employ this technique. The Wenatchee World, for example, runs Associated Press stories throughout the paper with no consolidation except for some world and regional briefs, says Managing Editor Richardson. He says the editors see no reason to change the current manner of playing wire stories.

One newspaper, the Watertown Daily Times, runs no local copy on the front page, although it considers itself to be very aggressive in the reporting of local news. The top local news of the day appears on the back page. "Everybody up here reads the paper from the back," says Managing Editor John B. Johnson Jr. So all page-one material is wire copy except for teasers in the "ears."

"Our readers are so ingrained here, we're afraid they might miss" a big local story if it ran on page one, he adds. "It's unusual, no question about it."

While Watertown has refrained from major changes in its appearance, many of the other superior small dailies have spiffed up their look of late—more color, more charts, more maps—in short, more of the things being done by USA Today.

Among other efforts to maintain and improve quality, Publisher Tillotson of The Natchez Democrat says he communicates "regularly (with all of the staff) about what's good and not so good about the paper." Early each morning he critiques the day's edition by marking up a copy with a red grease pencil. The paper then is posted on a bulletin board.

His daily involvement as an in-house critic demonstrates that kind of commitment-from-the-top that is an essential ingredient in any newspaper's striving for quality.

Tillotson's subordinates view it that way. They see the marked-up paper not as an exercise in nit-picking but as reassurance that the entire organization is committed to excellence.

It's like a fever that sweeps across the newsrooms of the better small dailies. "I think our key is that we expect high productivity out of everybody on our staff" and get it, says Associate Publisher and Editor Mathew. "People on our staff really thrive on the big story." ☐

Rising to the challenge of a hometown disaster

When a local family perishes in a house fire, or a tank car loaded with chemicals derails downtown, or a jetliner plunges to earth in a nearby forest, a newspaper springs into action. Reporters, photographers and editors must be mobilized quickly to assure thorough coverage in the next several editions.

This is true at newspapers of all sizes, but the challenge of covering a disaster is greatest at smaller ones.

There was only a skeleton crew in the newsroom of The Anniston Star on a Saturday evening last December when word arrived that a tornado had struck a shopping center in Oxford, Ala., about two miles away.

The editor on duty, Associate Metro Editor Basil D. Penny, had only two reporters at his disposal, along with several people on the copy desk. He called in as many editors, reporters, photographers and stringers as he could reach. Communications were hampered because phone lines were down in some parts of the area. "We had people come in knowing we couldn't reach them," he says.

People were sent to the scene and to the local hospital emergency room, where one of the Star's copy editors was being treated for injuries.

The next morning's edition devoted three and a quarter pages—including the entire front page—to the tornado that killed two people, injured dozens more and caused property damage in the millions of dollars.

The coverage requirements prompted Penny and Executive Editor Cody Hall to increase the size of the paper from 40 scheduled pages to 44.

For technical reasons, that required cancellation of process color in the edition, something the sports department fought because it planned to run color from the big collegiate football game that day between intrastate rivals Alabama and Auburn.

Penny says nearly the entire 42-person staff came in Sunday to produce an eight-page broadsheet section on the tornado. The project included a full recounting of the incident, updates on who was injured and interviews with weather forecasters.

The Star and the other small dailies interviewed by **presstime** for the accompanying special report do not have a disaster-coverage plan in writing, no matter how desirable that might be. However, the leadership at each of those papers has pondered how to cover the big story that develops suddenly, unexpectedly.

"You just react with your instinct, I think," observes Managing Editor Robert B. Gaston of The Daily News in Longview, Wash.

Fifteen minutes after it learned of the Mount St. Helens eruption in May 1980, The Daily News had a photographer airborne to get aerial shots.

Reporters were also dispatched speedily to "spots we knew would be hard-hit," Gaston says.

The day after the initial eruption, the paper carried 45 stories on the cataclysmic event, and during the next month, the full news staff put in 70-to-80-hour weeks. Over the course of the year following the eruption, The Daily News published more than 2,000 stories and 500 photographs about it. Many of the stories and photos were prepared by a specially constituted "volcano team" of at least three and sometimes six people working full-time on the story. They covered everything from "the homeless people" to "the mess," Gaston says.

"The magnitude (of the work) was overwhelming," he adds. The Daily News was honored for its efforts with a Pulitzer Prize.

One newspaper that has considered establishing guidelines for disaster coverage is The Wenatchee (Wash.) World. "I think we probably would benefit by that," says Managing Editor George F. Richardson. "We have five or six major dams in our area, including Grand Coulee Dam, and they lend themselves to disaster."

New-technology players jockey for position

BY KATHLEEN CRINER
and JANE WILSON

(Editor's note: This article, the second of three, looks at the evolution of various electronic technologies in the communications industry. Part one of the series, a historical overview, was published in last month's issue. Part three, discussing how newspapers have responded to converging communications technologies, will appear next month.

The telecommunications industry today is messy, perplexing and exciting, where fortunes are being spent, made and lost. With regulatory barriers crumbling and new technologies waiting in the laboratories, ripe for use, companies are rushing to the marketplace, jostling for share—and fighting for survival.

In this atmosphere, all segments of the industry are struggling to develop new telecommunications applications and software. Meanwhile, the high cost of entry into the marketplace has spurred a wave of mergers, acquisitions and joint ventures. And Congress, the Federal Communications Commission and the courts continue to play a major role in opening new markets while restructuring or limiting competition in others.

Hence, planning a new telecommunications business is fraught with risk. To better understand the problems and challenges newspapers face when launching their own ventures, it's useful to examine how other segments of the communications industry are faring.

Two developments in particular seem worth following: the scramble for television viewers in the video marketplace, and the divestiture and diversification of the telephone industry.

Both developments have important consequences for newspapers. For example, the competition for TV viewers may spur increased competition for newspaper readers and ad dollars. On the other hand, a fragmented video audience could work to newspapers' advantage. At a minimum, understanding the problems in the video market can help newspapers launch a cable-TV service or low-power TV station.

Similarly, divestiture means newspapers now will be able to choose from a host of new communications products and services. But it also means they will have to spend more time and resources selecting those products and containing communications costs. And while it's clear that the information-provider role of AT&T and the spun-off Bell operating companies is limited, it's just as clear that they're aggressively pursuing entry into every facet of the business that is open to them.

Scrambling for TV viewers. Since the mid 1970s, a series of technological breakthroughs and deregulatory decisions has produced an alphabet soup of new video distribution systems—and a veritable glut of new channels.

For the average TV viewer, though, that so-called "glut" must seem more hypothetical than real. After all, most LPTV, DBS (direct broadcast satellite) and MDS (multi-point distribution system) projects are still on the drawing boards. Moreover, we suspect that in the years ahead, as these ventures roll out, the "channel glut" will remain an illusion because most of these companies plan to carry only the "alternative programming" that's already available: cable's now familiar mix of movies, sports and news. In other words, today's programming shortage will grow more acute and more apparent.

The consequences of that shortage are already visible. Publisher Rupert Murdoch, for example, abandoned his planned DBS venture when he failed to acquire Warner Communications—and the rights to its massive film library.

But the effects may be most obvious in the cable industry. Although cable systems now pass two-thirds of all homes and can choose among dozens of national, satellite-delivered programming services, penetration remains stuck at 55 percent in most local systems, and many operators are fighting disconnect—or "churn"—rates that can run as high as 40 percent each year.

Several factors contribute to cable's problems, but programming is certainly a major one. All too often, customers sign up for a full plate of video alternatives and are served instead a bland rehash of obscure, tape-delayed sporting events and endless repeats of old movies.

While an abundance of programming could help all the video competitors, prospects for it are poor, given the exorbitant costs of video production and what communications analyst Paul Bortz calls "that sobering cable arithmetic."

Just a few years ago, cable programming was expected to develop like magazines. In other words, cable operators, with dozens of channels, would "narrowcast" and provide program services targeted to viewers' special interests.

But as Bortz notes, a magazine's editorial product usually comprises only 20 to 30 percent of its total operating costs, whereas "editorial costs of well-produced video can easily be 90 percent of total costs." Total production costs for an hour of standard network programming average about $700,000.

Given these steep costs, cable's fragmented audience and the problems in measuring it—after years of work, A. C. Nielsen still tracks only six of the 60 national satellite services—a programmer must be extraordinarily successful to pull enough viewers to generate sufficient advertiser or subscriber revenue.

Few survivors. The list of companies that have failed to survive the programming shakeout is growing longer, despite the fact that many of them were seasoned "blue chip" programmers, such as CBS, ABC, Group W and RCA. Even more surprising, many had banded together to launch a joint venture or to attempt to keep one afloat.

Although the development of DBS, LPTV, multi-channel MDS outlets and video casette recorders may provide larger audiences for some program ventures in the years ahead, we agree with Bortz: Ulti-

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Criner is director/telecommunications affairs of ANPA, and Wilson is assistant director.

mately, only five or six national services will survive.

Higher-than-anticipated costs have been shrinking other parts of the video distribution business, too. For example, several major cable companies—wrestling with high capital expenditures—have laid off employees, withdrawn from big-city franchise bids, scaled back existing franchises, and sold or swapped systems to achieve geographical consolidation and the concomitant economies of scale. Faced with $400 million in start-up costs, RCA, Western Union and CBS have scrapped their plans for DBS.

Regulatory delays could handicap multi-channel MDS as they have low-power TV. And some of the new video distribution systems may have markets that are inherently limited. This seems especially true of LPTV and DBS, which probably will be confined to rural markets lacking cable systems. Even the amazing growth rates of VCRs could slow unless manufacturers drastically reduce prices or reach new demographic groups.

In short, the channel glut may shrink dramatically because of high costs, fragmented audiences, regulatory barriers and unexpectedly small markets.

Finally, two wild cards may exacerbate today's consolidation. Increasing VCR penetration and the popularity of armchair "zapping" of TV commercials [**presstime**, Oct. 1984, p. 11] could pose a serious challenge to all advertiser-supported video services. And as the long list of failed ventures continues to grow, there is corresponding growth in the "chilling effect" of these failures on the industry.

Divestiture's aftermath. Breaking up is hard to do—especially after 50 years of monopoly telephone service. Ten months after the divestiture of AT&T, one thing is clear: The days when a single company controlled 90 percent of the telephone market are over. Also, the divestiture-inspired cut-throat competition, delays in installations, rising costs and shifting regulatory ground rules are leaving consumers and businesses alike wondering how they'll cope.

But despite these problems, there is some good news: We are beginning to see the emergence of the blueprint of a more sophisticated and efficient telecommunications network.

For its part, AT&T has proven to be a tougher and better competitor than expected, although its debut Jan. 1 was far from auspicious.

Stepping forth without the familiar Bell logo, the company announced that earnings fell 18 percent in 1983, reflecting a $5.5-billion write-down of divestiture expenses. In the meantime, however, AT&T had moved aggressively to develop three new major markets, including one of special interest to newspapers: electronic information services.

Divestiture paved way for AT&T's diversification into the computer marketplace.

Although barred by terms of the divestiture from offering—for seven years—an information service over its own lines, AT&T is clearly trying to establish a major presence in this new market. When the prohibition is lifted, AT&T will be ready to roll, if it so chooses.

For example, it's already offering Sceptre, a stand-alone home videotex terminal, as well as providing underlying computer and communications support as part of its joint venture with Knight-Ridder Newspapers Inc. to introduce the Viewtron videotex service in South Florida. The Times Mirror Co. also is using Sceptre terminals for its Gateway videotex service in Southern California.

In addition to these ventures, AT&T has launched a new project with the Monmouth County, N.J., Board of Realtors. The service, operational since September, contains multiple real estate listings, floor plans, school information, electronic mail and area maps. The realtor board furnishes all information, and AT&T is responsible for the hardware, frame creation terminals and Sceptre terminals. An electronic directory, which will list settlement attorneys, household movers, exterminators, etc., is in the works. For the time being, at least, the closed user-group service is available only to the 220 members of the realtor board. However, this is a prime example of niche marketing which, if successful, will be expanded into other locations—providing the foundation for a nationwide service when the current moratorium ends in 1989.

In addition, AT&T has made its first forays into the related market for office products and computers. Thanks to an agreement with Wang Laboratories Inc., AT&T will produce a wide range of work stations based on Unix, the computer operating system it developed years ago for internal use and the key today to its catch-up strategy.

"Mac Bell," AT&T's long awaited personal computer, premiered in June. Basically an IBM clone, "Mac Bell" can be linked to AT&T's local area network, another new product, to form an integrated office system—a move that IBM says it won't be able to duplicate until 1986.

Finally, AT&T has re-entered the international telecommunications market, forming partnerships with several companies to bid on multi-million-dollar contracts for directories and telephone systems in several countries.

We are impressed with the way AT&T accomplished all this. Recognizing the need to move quickly, it formed joint ventures and relied upon the expertise of its joint venture partners, an encouraging sign of its new market orientation.

In order to compete in new and old markets, AT&T is acquiring a leaner look. Labor costs have been reduced, particularly in its manufacturing divisions, through layoffs and early retirements.

However, changing its corporate culture may be AT&T's ultimate challenge. Manufacturing, not marketing, has been its strength, and the consequences are apparent. Its share of PBX sales, for example, has dropped from 51 percent in 1976 to 22 percent last year.

Similarly, disagreements between marketing and production staff have caused substantial delays in the introduction of NET-1000, an "intelligent" network intended to allow incompatible computers to "talk" to each other. AT&T's Sceptre, a stand-alone videotex terminal, is also regarded as over-priced and another example of a failure to anticipate the market: No one at AT&T, it seems, predicted the growth in sales of personal computers.

Meanwhile, all the confusion is taking its toll on long-distance service, which still accounts for 60 percent of AT&T's revenues.

Inability to work out an ordering scheme with the Bell operating companies, or BOCs, has resulted in 41,700 unfilled orders for line installations as of mid-year—a 16 percent jump. By its own account, AT&T is losing 5,000 long-distance customers a day.

Compounding AT&T's problems has been consumer reaction to divestiture. Last July, customers in Charleston, W.Va., for the first time were given the same choice that will soon face every U.S. telephone subscriber—choosing a long-distance carrier. Seven carriers plus AT&T besieged local citizens with promotional give-aways and door-to-door solicitations as well as advertising and direct-mail campaigns.

Consumers were apathetic and confused. By the time it was all over, 60 percent had refused to specify a long-distance carrier, and AT&T had lost as much as 15 percent of the market to MCI.

BOCs on the march. The BOCs are also off in new directions—and grappling with old problems. Although barred indefinitely from the electronic information business, several have established new print subsidiaries to develop specialized directories. Such directories could provide a valuable base for the development of electronic services, perhaps with joint-venture partners.

BellSouth, which already operates the local data-transport service supporting Viewtron, plans to expand it to seven more markets next year.

The futures of the phone companies hinge on shifting regulatory rules.

BOCs also have made bids for cable-TV franchises in Wisconsin, California and the District of Columbia. Under these "lease back" arrangements, the BOC would provide the underlying transmission, while its partners would handle programming and information services.

Some BOCs are enthusiastic about audiotex, or dial-it, services that offer recorded sports scores, horoscopes, skiing conditions and other information [presstime, Oct. 1984, p. 28]. Once again, the BOCs will provide the transmission lines, under tariff, while an independent company supplies the information.

Most BOCs have announced intentions to pursue new ventures such as real estate and communications management, and consulting. Pacific Telephone has even asked for permission to provide international services—in direct competition with its former parent, AT&T.

The BOCs' biggest concern is that competitors will find ways to cream-skim local markets, especially by providing data transmission services to specialized users and businesses, and, in essence, replicating locally the national events of the last decade. To stem competitors, most have announced plans to offer local data services as well as new "bypassing" technologies such as fiber optics, digital transmission services and cellular radio.

Ultimately, all of these efforts are aimed at developing new sources of revenue to protect local telephone service. Finding those sources may be critical to the BOCs' long-term viability, because they could be faced with an annual loss of $10-12 billion, as AT&T gradually reduces its contribution to support local telephone service. We expect the BOCs to continue seeking massive rate increases, while moving to reprice their services on a usage basis.

There are two other important characteristics of the BOCs' new strategies.

First, the BOCs clearly are willing to assert their independence from AT&T. They have planned directly competitive ventures and opposed their former parent in various regulatory proceedings.

Second, the BOCs have sought the widest possible interpretation of the divestiture agreement to ensure maximum flexibility to enter new businesses. However, U.S. District Judge Harold H. Greene dealt a major blow to their plans in August when he issued a ruling that requires them to:

- Focus on local telephone service
- Justify and submit all requests to enter new business to the Department of Justice
- Limit to 10 percent the revenue derived from unregulated activities. Ironically, these new constraints are more restrictive than some FCC rules and the 1934 Communications Act.

Meanwhile, the independent telephone companies, such as GTE, United and Contel, are trying to reposition themselves in the more competitive, post-divestiture world. Several have launched major programs to upgrade and expand facilities, such as United's plan to spend $2 billion for a nationwide fiber optics network, and GTE's acquisition of Sprint from Southern Pacific—moves designed to reduce the number of lines they buy from AT&T and to cut costs by 15 to 20 percent.

In addition, there have been numerous mergers uniting long-distance carriers with local telephone companies. This trend is likely to continue as carriers seek ways to lower costs amidst the long-distance price wars. We agree with industry analyst Robert LaBlanc, who predicts that by the end of the decade, today's 1,400 independent telephone companies will have merged into a few mega-size companies—what he calls "mini Bell systems."

However, the futures of AT&T, the BOCs and the independents hinge on shifting regulatory ground rules. While many in the industry once believed that divestiture was the last word, all now concede it's not.

AT&T remains locked in a three-way battle with the FCC and Congress over so-called access charges, the FCC's plan to shift some of AT&T's support of local telephone service to other carriers and consumers. Meanwhile, Judge Greene has dampened the BOCs' plans to compete in new markets.

However, it seems likely that today's deregulation will continue, at least for the short term, as the market power of AT&T and the BOCs declines. Then the current fray in the airline industry will seem like child's play.

Next: How newspapers are responding to the changing communications industry.

BOOM IN ENROLLMENT

UPDATE TRAINING

Everybody's getting into it, and participants are getting a lot out of it

BY CLARK NEWSOM
presstime labor writer

The newspaper training field is booming with record attendance at seminars and workshops and unprecedented emphasis at individual papers and newspaper groups.

Top management now regards training programs as "an important investment" in improving productivity, job performance and the professionalism of newspaper staffs, says Stephen E. Palmedo, ANPA manager/training services. Through such programs, newspapers are making significant gains all along the spectrum—in reporting and editing, in the efficient use of equipment, and in such diverse areas as job safety and customer relations, Palmedo notes.

Moreover, during the next few years, newspapers can be expected to attach even greater importance to the training and development of employees, according to John David Thomas, vice president and director of human resources for the Dallas Times Herald.

Training now is being conducted by such national newspaper organizations as ANPA, the American Press Institute and the Newspaper Advertising Bureau. Regional and state press associations, specialized facilities like The Poynter Institute for Media Studies, and college journalism and business schools also are involved in the newspaper training scene.

"The exciting thing (in training) is the growth in the number of people who have full-time training responsibilities," says Ross A. Dixon, manager/personnel development for Toronto-based Southam newspapers. In management training alone, the number of papers assigning persons full-time to the subject has more than doubled in four years—from fewer than 15 to more than 30.

ANPA's Palmedo cites another change that illustrates how training has grown in importance and prestige. Trainers today, he says, are more involved with top management than they were several years ago.

Last June, 66 newspaper people with a special interest in training—trainers and personnel executives—met in San Antonio at a two-and-a-half-day training conference sponsored by ANPA and the Newspaper Personnel Relations Association. It was the largest attendance of the five such programs held thus far.

Enrollment surge. In fact, attendance is "excellent" at all recent seminars and workshops, causing some additional ones to be scheduled, according to Palmedo. Of the 187 seats open at seven marketing and management skills sessions conducted by his department so far this year, 183 were filled.

Several of the seminars were oversubscribed, causing applicants to be placed on waiting lists for ensuing sessions.

Registration is also strong for ANPA's "hands on" production seminars, about 25 of which are scheduled each year.

The surge in enrollment is in contrast to the situation three years ago when economic pressures resulted in the scrubbing of some conferences [**presstime**, Oct. 1981, p. 37].

At API, attendance for the one-year period ending June 30, 1984, reached a near-record of 1,006 after dropping to 736 the year before. There are 34 seminars scheduled for 1985 [**presstime**, Sept. 1984, p. 57].

The NAB's classified, retail-sales-development and marketing departments continue to present an array of programs, with 24 scheduled for 1985 [**presstime**, July 1982, p. 40].

The Poynter Institute for Media Studies in St. Petersburg, established in 1975 as the Modern Media Institute, will conduct 22 programs in 1985—an increase of six from this year. The institute owns a controlling interest in Times Publishing Co. of St. Petersburg, but its programs are open to all newspapers. Seventeen of the 1985 programs will be for journalism practitioners, and five for students. Major areas to be covered are writing, management, graphics and ethics.

The expansion of The Poynter Institute's seminar schedule is being made possible by its move next year into a new, 30,000-square-foot building in St. Petersburg—five times larger than the space currently occupied. The new facility will make it possible for as many as four seminars to be offered concurrently, says Marge Bratcher, assistant director.

The Southern Newspaper Publishers Association Foundation, which began holding news-editorial seminars in 1969, also will expand its offerings next year. There will be 14 instead of 12, and for the first time the schedule will include seminars on circulation and promotion. "Interest is at an all-time high," says Reed Sarratt, SNPA executive director. "We're turning people away in droves."

Similarly, the Inland Daily Press Foundation will offer two more seminars next year, for a total of eight. "We filled all sessions this year," reports Paul G. Bjorneberg, assistant executive director. The seminars cover all facets of newspapering.

The Knight-Ridder Newspapers Institute of Training in Miami, established in 1970, will offer 20 seminars on a wide range of topics in 1985, which is also two more than this year's total. Participants from newspapers outside the Knight-Ridder group are accepted on a space-available basis.

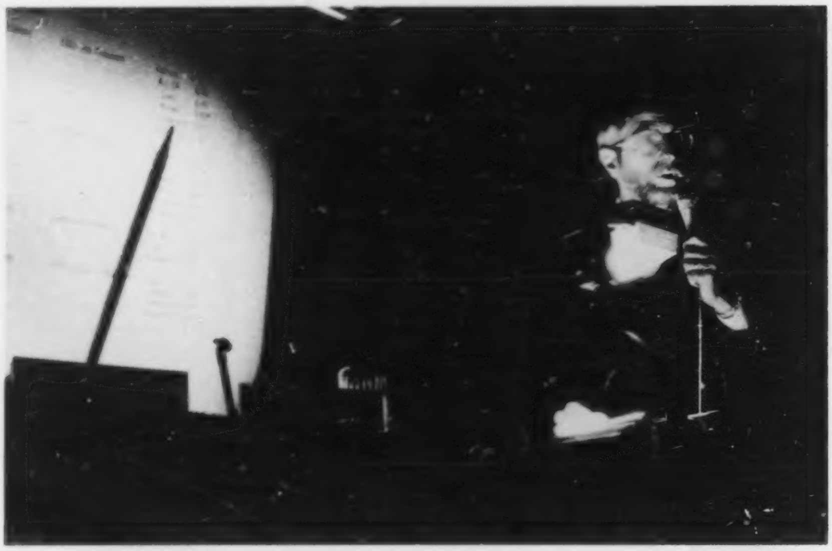
Other major groups have training programs, too, although they are not generally open to outsiders.

Historical background. Specialized training for the newspaper industry started in 1946 with the founding of American Press Institute at Columbia University in New York City. It began as a training center for news-editorial employees but subsequently expanded into advertising, circulation and business fields. API moved to its current location of Reston, Va., in 1974.

ANPA's involvement in training dates from 1964, when a committee was set up to analyze supervisory training needs in the industry and to determine the feasibility of establishing ANPA-sponsored training programs and related services. The first supervisors' workshop was held in January 1965 at the University of Chicago's Center for Continuing Education, beginning a relationship with the university that continues today.

"The idea at that time," says William A. Dyer Jr., one of the Supervisory Training Committee's original 10 members, "was to train people in the mechanical departments to be good supervisors."

Dyer, who is now president of Indianapolis Newspapers Inc. and Muncie Newspapers Inc., adds that a key factor



Jerry Tomaselli, Chicago Tribune

Dr. John Peters of the University of Southern California (top) assesses alleged occupational health hazards at recent ANPA symposium in Chicago. The Commercial Appeal's Drewry (at left in bottom photo) observes demonstration of handling "difficult" advertiser.

leading to the decision to begin the training program was the perception that "many union problems were created by untrained and sometimes unfair supervisors."

Today, the scope of ANPA training goes far beyond the production area to encompass virtually all newspaper departments. And the people attending seminars today are different also.

"They are much more aware of their role in representing the organization in terms of running effective departments," says Paul N. Pohlman, director of management development seminars at the University of Chicago, who has conducted management workshops for ANPA and for individual newspapers during the past dozen years. "They are aware of the connective link between employees and management. It's a matter of commitment and attitude."

Styles of leadership have changed as well, Pohlman notes. "Most of the first supervisors or managers thought in terms of their personal experience and expertise. They were the 'experts.'" Now, he says, there is a shift from the "expert" to the "coach" or "team-builder" style to set goals.

Except for the hands-on, production-oriented training at The Newspaper Center in Reston, most ANPA seminars are conducted in the field. Conversely, nearly all of API's seminars are held in the Reston headquarters located next door to The Newspaper Center. To accommodate the growth in training, API expanded its facility in 1980 from 25,000 square feet to 38,000.

ANPA's hands-on seminars, which began in 1967 at the former Research Institute in Easton, Pa., are conducted in the 57,000-square-foot addition to The Newspaper Center that was dedicated last December.

The latest addition to ANPA's lineup of hands-on seminars covers quality control, reflective of the newspaper industry's increasing attention to that subject.

What's hot. Over the years, in fact, there has been a direct relationship between the concerns of the industry and the types of training being offered.

According to a survey of newspaper personnel executives made in preparation for last summer's San Antonio training conference, the two hottest topics in the field are customer service and middle-management training.

Training employees who already have experience in dealing with the public presents a special challenge, notes Elizabeth V. Drewry, training and development manager at The Commercial Appeal in Memphis. "Experienced people don't like to be bored with things they already know," such as telephone etiquette, she says. "You have to involve them in solving problems."

As for the training of middle managers—generally defined as people who have supervisors reporting to them and who in turn report to a department head—Ava Miller, manager of training and development at The New York Times, makes this observation:

"What they need most is to be aware of the different styles of leadership and how to respond to change. We're interested in getting people involved in looking at the organization as a whole and how they fit in."

Dolly King, manager of training and organizational development at The Charlotte (N.C.) Observer and News, is quick to point out that "organizational development," also known as "OD," is different than "training."

"In OD, the emphasis is on looking at the working environment of a company," she says. "OD involves people in the process of change. Problems are identified. It's a step beyond training."

Organizational development is "suddenly getting attention in the newspaper business," she notes. "Other industries were into OD 20 years ago."

King's goal when she began developing and delivering team-building programs at the Charlotte papers was to enable staffers who work together daily to become a more productive, collaborative and efficient team.

In the programs, employees pinpoint their strengths and weaknesses and determine ways they can help and support each other. This was particularly helpful when the two newspapers' news staffs were merged last year. The staffers "defined how they were going to work together," King notes.

Aside from organizational development, a new workshop is catching on at some newspapers. Developed by Stirling S. Rasmussen, manager of training and development at The Washington Post, the workshop addresses "hopes and concerns." It can be used "any time a work group is faced with a new situation such as a new boss, a new owner or a major change in responsibilities."

Rasmussen says "it's helpful if you can get people out in the open (to express) hopes for what may come and concerns for what may be lost." For instance, two years ago, the Post's Springfield, Va., plant went from a two-shift to a three-shift operation. The plant manager had a hopes-and-concerns meeting with other supervisory personnel. There were hopes, for example, that already good working relationships would not be adversely affected. There were concerns over such matters as whether there would be enough people and backup equipment in the platemaking department.

Other hopes-and-concerns meetings were held at the Post:

- When a new head nurse was hired
- When the news department expanded a section
- When classified advertising switched to video display terminals.

"One advantage is that the manager can do it without a trainer," says Rasmussen, "and it's easy to teach people how to do."

Future plans. Another area destined for increased attention from the cadre of newspaper trainers is budgeting.

The 11-person Training Task Force, an arm of the ANPA Industry Affairs Committee, hopes to develop a workshop for non-financial newspaper executives on how to control costs.

Task Force Chairman Austin C. Drukker, president and publisher of The Herald News in Passaic, N.J., says ANPA also will cosponsor with state press associations more training for first-line supervisors at small and large papers. Three such joint workshops have been held thus far—in Texas, New Jersey and Pennsylvania [**presstime**, Oct. 1982, p. 33].

"Supervisors are very often lonely people," notes Southam's Dixon. "When they get together . . . they see that others have the same problems."

The ANPA task force also has recommended that a fundamental question be addressed: Who's doing what, when and where in the newspaper-training field.

The task force wants ANPA to update a 1981 catalog of resources—a list of seminars, on-site trainers and training materials used by newspapers. This would make it possible for newspaper people to find out where a seminar topic they're interested in is being dealt with; it also would enable training planners to be sure they avoid conflicts on topics or dates.

As more and more organizations, such as journalism schools, get involved in the field, the need for an information clearinghouse becomes increasingly critical, newspaper trainers point out. ☐

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TRAINING

Time away from job benefits all

BY PATRICIA P. RENFROE

There is an abiding fear in some newspaper circles that allowing an employee to take time off from the job for training or a sabbatical can be a costly decision for the organization. Not only is the newspaper deprived of that person's services for a time, but the contacts he or she makes while on leave, as well as the experience gained, might result in the employee's moving to a job elsewhere.

However, the company balance sheet reflects a profit of sorts when a cost-benefit analysis of leave-taking is conducted, according to a cross section of newspaper executives.

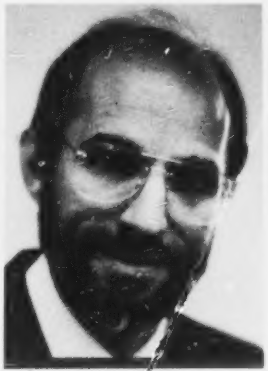
The potential loss of an employee who is granted time away from the job should never be used as a reason for scrapping such leave policies, say these managers.

"A newspaper has to play the percentages . . . and I believe the company always gains no matter which way it goes," says Bobby G. Reid, corporate personnel coordinator of Morris Communications Corp., Augusta, Ga.

Reid says the experience and knowledge gained while on leave help the company when the employee returns, no matter how long he or she stays at the newspaper from then on.

There have been disappointing, but not disastrous, outcomes for some newspapers that authorize leaves of this sort.

Charles N. Mock, senior vice president-personnel of the Providence Journal and Evening Bulletin, tells of a recent win-loss situation when two editorial employees were granted leave, one of them for a coveted Nieman Fellowship at Harvard University. The investment in these two individuals included full pay while on leave, approval for them to keep all their sabbatical stipends, and eight to nine months away from the newsroom. One employee returned to the job; the other went on to study for a master's degree.



Lee Stinnett

Margaret C. Halava

Why do it? Mock points out that the prestige of a Nieman or similar honor is a definite plus for the newspaper. It helps offset any future loss should the employee go to another company. In addition, recruiting qualified candidates for job openings is often made easier for newspapers that achieve such distinctions, Mock notes.

Policies allowing and in some cases encouraging employees to take time away from the job provide these types of immediate gains for the newspaper. Moreover, leave-taking yields long-term indirect enhancement of the staff through personal growth.

"The perfectly qualified super employee is not out there, so we hire the best we can find, building from there through a variety of training and developmental experiences," explains Margaret C. Halava, vice president/employee relations of Suburban Communications Corp., Livonia, Mich.

Although Suburban's newspapers are too small to justify the manpower problems associated with long-term sabbaticals, Halava says the company takes advantage of short training programs to keep management up to date and to develop a cadre of promising managers.

"Perhaps because we are a relatively young organization, our employees are not outwardly bound. They return to the newspapers and use their new skills and knowledge. We promote more than we lose," Halava reports.

Personnel-relations specialists maintain that newspapers, even those that lose employees in such situations, have no choice but to authorize time away for personal growth. Losses to the organization are greater for newspapers that do not authorize leave-taking, according to June B. Barry, vice president/human resources of the Philadelphia Inquirer and Daily News.

"When we send an employee to Harvard," she says, "the exposure to different types of challenges experienced in other businesses stimulates creativity in our employees, which is a positive return on our investments."

Other returns that newspapers enjoy include the network of contacts established by the employee while away. This network whether it is made up of newspaper staffers or managers from other businesses, is a very valuable resource to the total newspaper, say several executives.

"There is a definite desire among employees who are above-average performers to obtain more than just an additional salary increase," Barry notes. "They are interested in improving the quality of their life, and this time away provides some of this improvement."

At the same time, according to Barry, there is a very direct financial benefit to the newspaper. "When we increase salaries by 5-7 percent, we have changed the salary structure from that time on, creating an institutionalized cost to which we must add benefit expenses. A one-time investment of $10,000 for an employee to attend Harvard or a similar school is a better investment for management and the employee."

Short-term vs. long-term. Another question newspaper executives must address is how long they can allow an employee to be absent.

At the Independent Publishing Co. of Anderson, S.C., Vice President and Assistant Publisher Robert M. Derr Jr. says he prefers short-term training to long sabbaticals, and several executives concur that such compressed training experiences are more beneficial to the company. Lee Stinnett, executive director of the American Society of Newspaper Editors, believes that skills and knowledge gained in the compressed workshop are applied more rapidly and more directly to improving the newspaper.

While agreeing that both short- and long-term training opportunities are important in terms of employee morale, Stinnett says the longer sabbatical has a tendency to become an exit opportunity.

However, Stinnett, as well as others, point out that careful interviewing of sabbatical applicants may save money. Finding out why the employee wants the sabbatical is the key, they explain.

In any event, they note, well-trained employees bring a higher degree of professionalism to their newspapers and thus benefit the industry as a whole. ☐

Renfroe is ANPA manager/personnel relations.

PROFILE

M. David Keil

Guiding the ABC through change

BY MARGARET GENOVESE
presstime staff writer

As the Audit Bureau of Circulations encounters some of the most turbulent waters in its 70-year history, at the helm is a man with a reputation as an incisive advertising and marketing strategist.

In the late 1970s, M. David Keil was applying those skills at an advertising agency to get his client, Standard Oil of Indiana and its Amoco gasoline subsidiary, through the "energy crisis."

Today, he is helping the venerable ABC weather what has been characterized as an "identity crisis." The organization has been pilloried by some newspaper publishers who claim the bureau is still operating in the past—a simpler era when auditing rules did not inhibit a newspaper's ability to compete with other media. Many publishers have implored the bureau to break out of its auditing straitjacket and into a more expansive role of accumulating meaningful data for advertisers to use in planning media buys. (See story, p. 12.)

This month Keil completes his third year as president and managing director—the audit bureau's highest staff position. He is only the sixth person to hold it since the bureau was created in 1914 to verify publishers' circulation claims.

"I think he's a very appropriate man for the time," says Donald G. Goldstrom, who as ABC chairman is the organization's top elected official.

"ABC has been blessed over a long period of time with excellent management and a sterling reputation," explains Goldstrom, vice president and director of marketing services for Armstrong Worldwide Industries Inc. "But with the change that is taking place in the media and in technology, the advent of computers and the demand for data, I think David Keil's background in advertising and his feeling for marketing . . . make him well-equipped to . . . help ABC relate its basic skills to the new needs of the marketplace."

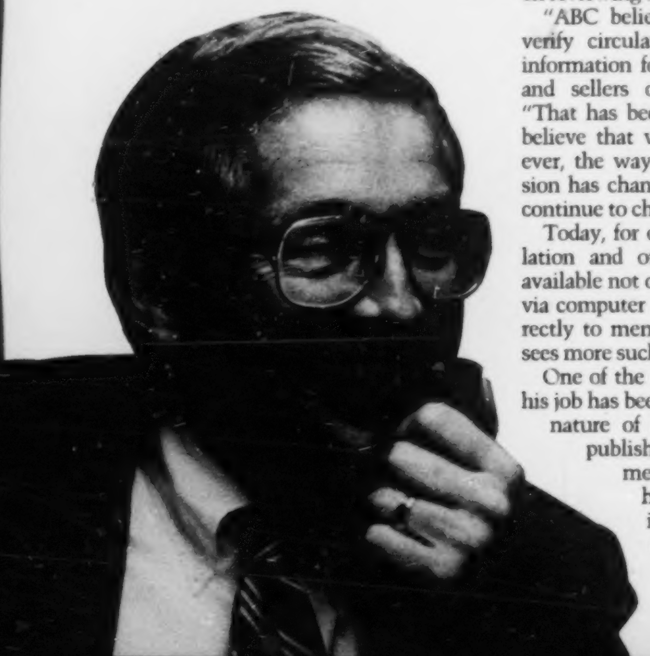
Keil, 53, was senior vice president and management supervisor at the advertising agency D'Arcy-MacManus Masius Inc. in Chicago when an executive search firm retained by the ABC board identified him as a possible successor to retiring President Alan I. Wolcott. Keil joined ABC in July 1980 as executive vice president and became president 18 months later.

During his presidency, ABC has been engaged in what has been described in a New York Times article as a "struggle to redefine itself." Keil says it has been a time in which the ABC board has focused on reviewing the agency's mission.

"ABC believes that its mission is to verify circulation and disseminate that information for the benefit of the buyers and sellers of advertising," Keil says. "That has been the basic mission, and I believe that will continue to be." However, the way ABC carries out that mission has changed over the years and will continue to change, he adds.

Today, for example, ABC makes circulation and other verifiable information available not only in printed form but also via computer tape, computer disk and directly to members' computers. Keil foresees more such innovations.

One of the more challenging aspects of his job has been making sure the tripartite nature of ABC is understood by its publisher, advertiser and ad-agency members. Another challenge has been to "interpret the importance of verified, audited circulation information in the context of all the other media information available." Says Keil: "Audited circulation is really still the cornerstone of the print media research process."



Newspaper representatives on the ABC board give Keil high marks for his work.

"He has led ABC through some troubled times in recent months and years, and I think ABC has come through very well," says Grover J. Friend, president of the Levittown, Pa.-based Calkins Newspapers.

"He has a very good, solid grasp of ABC as an institution, what it has done in the past, what its role is today," says David Kruidenier, whose term on the ABC board expired Oct. 31. "At the same time, he's quite a forward-looking man who is very willing to listen to other ideas and consider change, which is necessary with the media business changing rapidly today," adds the chairman and chief executive officer of The Des Moines Register and Tribune Co. and Cowles Media Co.

ABC Senior Vice President Howard W. Kutz says Keil "occasionally lacks some patience" at the pace of change at ABC. "He has an awful lot of ideas on where he thinks the bureau should go and just feels he wants to get there."

Kutz adds that Keil is an "extremely hard worker" who seldom takes a vacation and is at his desk at ABC's Schaumburg, Ill., headquarters by 7:15 most mornings. He oversees a staff of 184 and an annual budget of $9.9 million.

Keil's career stopovers prior to ABC and his four years with D'Arcy-MacManus Masius included two years as vice president of a Detroit management development firm, 14 years with another advertising agency in Chicago—Young and Rubicam—seven years at Armour and Co., and a year with Sears, Roebuck & Co. after graduating from Northwestern University with a journalism degree.

Before becoming interested in advertising while in college, Keil thought he would like to be a sports reporter. "The industry may have lost a great editor," he quips, adding, "I doubt that."

An avid reader and a tennis player, Keil also enjoys spectator sports, particularly college football and basketball.

He and his wife, Marilyn, have no children, but Keil has been active in organizations serving youngsters. For 13 years he served on the board of the Off The Street Club, a neighborhood boys' and girls' club in Chicago. He also was a director of the Robert Crown Center for Health Education in Hinsdale, Ill., where he lives. Because of his ABC travel schedule, which takes him away from home about a third of the year, Keil has withdrawn from these activities. Says ABC director Friend: "Right now, ABC is his hobby." ☐

ESSAY

Circulation departments reflect a new professionalism

BY JOSEPH B. FORSEE

The circulation department, which is taking on new and broader responsibilities, is finally gaining some recognition for the vital role it plays in newspapering.

As Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, said at the 1982 ICMA Sales Conference, "Circulation is the key to successful newspaper marketing." Evidence seems to indicate that indeed the new circulation executive is being perceived as a professional, a key person on the newspaper management team.

Even the job titles reflect an increasing appreciation of the circulation department's importance. Not long ago, the top circulation person was universally identified as "circulation manager." According to a 1983 survey of ICMA members, most circulation department heads now carry titles of "circulation director" or "vice president/circulation," seemingly to connote planning and leadership reponsibilities.

Another key indicator of rising professionalism is the educational background of circulation executives.

For many years, circulation people tended to come from the ranks, rather than from college. But we at ICMA found in our 1983 survey that of 283 circulation-department heads, 34 percent held a bachelor's or graduate degree—many in journalism but more in the business area. Even more interesting is that 69 percent of the middle-management circulation staff members responding had similar degrees.

"We've come from being the armpit to being an arm," says Ronald C. Anderson, director of circulation of the Gannett Co.'s Democrat and Chronicle and Times-Union in Rochester, N.Y.

He is a pioneering example of the new breed of circulation executive. In 1960, Anderson—just out of the Wharton Business School of the University of Pennsylvania—embarked on a circulation career, and he has held various management positions in that field ever since.

Joseph B. Forsee

"There is more going on" in circulation today, he says. "The market has changed. . . . Years ago the newspaper was almost given away, and today prices are considerably higher. We must sell better. We must be more cost-conscious and concerned about coverage," he says.

Paul Rothenburg, general manager of the Washington Times, says of modern-day circulation, "Now I recognize that it is not the back-door department but possibly the cornerstone of the newspaper."

After stints in the promotion department of The Detroit News, Rothenburg was named circulation director in 1974. "When I was in the promotion department, I looked on circulation people as a bunch of truck drivers," he says. "But I noticed shortly after I went into circulation that circulation people had been transformed into a group trying to meet the needs of the consumer. Things had changed."

Similarly, when he first started working as a reporter at Columbia (S.C.) Newspapers Inc., Richard D. Huguley thought of the circulation department as merely the delivery arm of the newspaper. The longer he worked there, the more he learned about circulation's significant part in the newspaper operation. And when the company in 1979 sought an experienced manager to fill the vacant job of circulation director, Huguley, who was then news editor, was picked to fill that slot. He got it and soon found out first-hand that circulation was not a limited, low-brow operation.

Huguley says the department has gained expertise—and will continue to do so. "We can improve on management principles, and these principles can be applied to the circulation department just like any other department."

A wider perspective is offered by Thomas B. Sherrill, vice president/marketing of the Columbus (Ohio) Dispatch and Citizen-Journal, who has been involved in circulation since the early 1950s. "Circulation management has changed considerably since I've been in the business," he says. "Circulation people today are more versatile, more aggressive and project an image of a businessman. They must be involved in TMC (total market coverage), computers, apartment sales and service, crew work. It takes a real marketeer."

Jeffrey S. Hall, vice president/marketing and distribution of the Kansas City (Mo.) Star and Times, says that when he worked as a news intern after graduation from journalism school, he was not impressed with the circulation department. After obtaining an M.B.A. from Harvard, he returned to the newspaper and was assigned to the circulation department.

He says circulation people today are better trained, better educated ("Most of the people we're hiring have college degrees") and more adaptable to change. "They learned computers, learned more about contractual relationships and really stretched themselves."

Another reflection of new emphasis on the circulation department is development of a college-level degree program in circulation management at Empire State College. It is making steady progress with 60 students enrolled and the first class scheduled to graduate next summer. A college-level textbook in circulation marketing scheduled to be published by next month could result in an expansion of college interest in circulation.

All of this activity coincided with a period in which newspaper publishers, because of lagging circulation, began paying more attention to this aspect of the newspaper business. The point to be made now—emphatically—is that the trend toward a more professional approach to circulation management and operations must be sustained. ☐

Forsee is general manager of the International Circulation Managers Association. A former ICMA president, he headed the circulation departments of the St. Louis Post-Dispatch, St. Joseph Gazette and News-Press, and Sedalia Democrat-Capital, all Missouri dailies, before serving as associate professor at the University of Missouri School of Journalism.

LEGISLATION

Cable bill passes without cross-ownership prohibition

As the 98th Congress drew to a close in mid-October, newspapers succeeded in keeping a daily newspaper/cable-TV system cross-ownership prohibition out of a major cable-TV regulatory bill.

In other last-minute action of interest to the press, Congress passed bills to:

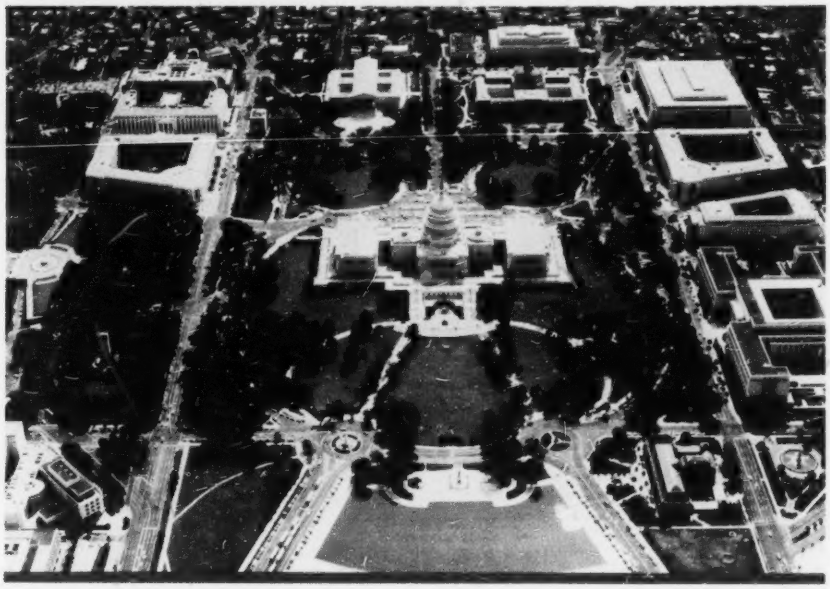
- Place four new health warning messages in cigarette advertising
- Free the CIA from searching for some types of information requested under the Freedom of Information Act
- Deny business-tax deductions to American companies for advertisements on Canadian broadcasting stations in retaliation for a similar Canadian tax policy.

President Reagan signed the bills dealing with cigarette advertising and CIA information, but by press time he had not acted on the cable or trade legislation, although his signature was expected on those measures, too.

The cable bill, which at times seemed to have more lives than a cat, was one of the last bills passed before adjournment Oct. 12.

The ban against future newspaper ownership of a cable system in the same community, part of the bill passed by the House Oct. 1, was deleted by the Senate at the insistence of its Commerce Committee chairman, Bob Packwood (R-Ore.). The original Senate version of the bill, passed last year, carried no such prohibition.

According to the ANPA legal staff, the effect of the approved legislation is to leave it up to the Federal Communications Commission whether to prohibit newspaper/cable cross-ownership. The bill prohibits states and franchising authorities from imposing their own restrictions on cross-ownership and preempts existing state law in this area, according to ANPA Assistant General Counsel Pamela J. Riley. That means a Massachusetts statute and a Connecticut public utility department ruling barring newspaper/cable crossownership would both be nullified, she said.



Until the end, it was unclear whether the bill, aimed at creating a national regulatory policy for cable television, would survive. Although the Senate bill had passed easily last year, organizations representing the cable industry and the nation's cities subsequently announced dissatisfaction with it. Negotiations between the organizations bogged down as they struggled to reach agreement on House legislation both sides could live with.

The bill was all but given up for dead in July when the National Cable Television Association withdrew its support for a compromise that had been reached in May [presstime, Aug. 1984, p. 39]. But prodding from members of Congress got the parties back to the bargaining table, and in late September another agreement was reached.

The bill almost died again after the House passed its bill as disagreements arose in the Senate, principally over a House-passed provision on affirmative action. But when Congress lingered past its scheduled Oct. 4 adjournment date to finish work on a catch-all spending bill, an accord was finally reached and the compromise cable bill was passed by voice vote in both chambers Oct. 11.

ANPA had protested not only the cross-ownership provision in the House bill, which had been in the bill since its introduction by Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.), but also sections dealing with privacy, mandatory leased access to cable channels and government ownership of cable systems.

The privacy section was changed by Wirth's subcommittee to meet objections by ANPA and others. However, the other two provisions remain.

One requires cable systems to offer a certain number of channels for leasing by parties other than the cable owner—10 percent of channels for systems with 36 to 54 channels, 15 percent for systems with 55 or more, no required set-aside for systems with 35 or fewer channels except where specified in an existing franchise agreement. The other allows ownership of cable systems by state and local governments but not control over editorial content.

"The bill has established what we think is good law on privacy and good law on cross-ownership as it affects newspapers, but bad law on government operation of the media and government-mandated access to the media," said ANPA General Counsel W. Terry Maguire.

The bill also prohibits broadcast/cable and telephone company/cable cross-ownership in most cases and clarifies rate-setting responsibilities and franchising procedures.

Warnings will change. The cigarette advertising legislation, which received final congressional approval Sept. 26, requires that the current health warning be replaced by four different messages [**presstime**, Oct. 1984, p. 45].

Beginning Oct. 13, 1985, a year after the bill was signed into law, each of the new warning messages will have to appear for three months at a time. The bill also requires the messages to be 50 percent larger than the existing one.

The messages, each of which would be preceded by the statement "Surgeon General's Warning" are:

- "Smoking causes lung cancer, heart disease, emphysema, and may complicate pregnancy."
- "Quitting smoking now greatly reduces serious risks to your health."
- "Smoking by pregnant women may result in fetal injury, premature birth, and low birth weight."
- "Cigarette smoke contains carbon monoxide."

The bill granting the CIA relief from the FOIA gained final approval with Senate passage Sept. 28. In addition to freeing the CIA from searching for and reviewing information requested under FOIA if it is located in certain specified "operational" files, the bill also contains a provision supported by ANPA that clarifies the relationship between the Privacy Act and FOIA.

A bill to repeal the priority given to FOIA cases on federal court calendars was tacked onto another court-related bill and cleared by Congress Oct. 9; it had not been signed at press time.

No other major FOIA amendments received final action [**presstime**, Oct. 1984, p. 45].

The tax provision denying American advertisers a business-tax deduction for advertising time purchased on broadcast stations in any country denying similar deductions for commercials on U.S. stations was added to a miscellaneous trade bill in the Senate [**presstime**, Dec. 1983, p. 15]. Canada has had such a policy for several years.

Also enacted was a non-binding resolution calling upon the news media voluntarily to refrain from characterizing or projecting the results of an election before all polls close [**presstime**, Sept. 1984, p. 34].

A resolution to declare March 15, 1985, "Freedom of Information Day," fell victim to the last-minute crush of congressional business. Although it had the required number of cosponsors, the resolution could not be scheduled for consideration by the Senate before adjournment. It already had passed the House [**presstime**, July 1984, p. 52].

The 99th Congress will convene Jan. 3, 1985.

—Margaret Genovese

COURTS

Supreme Court will review SEC case

The U.S. Supreme Court has agreed to hear a controversial First Amendment case that questions whether the Securities and Exchange Commission has the right to shut down an investment advisory newsletter.

In another matter, the court declined to hear an appeal by a group of independent contract newspaper carriers over the Kansas City Star Co.'s decision to terminate their service contracts and employ its own carrier system.

In the First Amendment case, *Securities and Exchange Commission v. Lowe et al.*, Christopher L. Lowe is challenging a lower-court injunction shutting down his investment advisory publications. The court granted the injunction at the request of the SEC after that federal regulatory agency had revoked Lowe's registration as an investment advisor.

Under the 1940 Investment Advisors Act, registration is required of "any person who for compensation, engages in the business of advising others either directly or through publications or writing, as to the value of securities or as to the advisability of investing in, purchasing or selling securities, or who, for compensation and as part of a regular business, issues or promulgates, analyses or reports concerning securities."

Excluded are publishers of "any bona fide newspaper, news magazine or business or financial publication of general and regular circulation."

Lowe has asked the court to decide whether the First Amendment was violated by issuance of the permanent injunction barring him, as a non-registrant, from publishing information and opinions about securities. He also questions whether registration requirements constitute prior restraint and whether exemptions for publishers of "bona fide" newspapers and other publications are discriminatory.

The SEC based its decision to revoke Lowe's registration on his prior conviction on investment advisory-related crimes. Lowe "clearly demonstrated his total lack of fitness" to remain in the investment-advising occupation, the commission said.

The 2nd U.S. Circuit Court of Appeals upheld the SEC. "The regulation of professions is intended to prevent harm to the public before it occurs, not after it is done. Saying that appellees [Lowe and three companies he owns] may not sell their views as to the purchase, sale, or holding of certain securities is no different from saying that a disbarred lawyer may not sell legal advice," the circuit court said Jan. 18. "Thus, we hold that the authority to revoke Lowe's registration as an investment adviser, and as a result to bar him from publishing his newsletters, does not violate the First Amendment."

Concerns over the Lowe case were voiced at the ANPA Government Affairs Committee meeting in September, specifically on the statutory requirement that investment advisory newsletters be registered with the SEC [**presstime**, Oct. 1984, p. 42; also see this month's **chairman's corner**, p. 4].

In the Kansas City carriers case, *Paschall v. Kansas City Star*, 269 independent contract carriers—who buy newspapers from the Star and resell to readers—appealed a February decision of the 8th U.S. Circuit Court of Appeals. That court had upheld the right of the newspaper to phase out use of contractors.

Some of the carriers said they stand to lose a major capital "investment" in their routes [**presstime**, October 1984, p. 44]. They had sought to block the change by filing an antitrust suit against the Star Co. ☐

Bid for cameras in federal courtrooms rejected

The Judicial Conference of the United States has decided that cameras will not be allowed in federal courtrooms because the "risks" outweigh the "alleged public benefits."

The conference, an organization of federal court judges who determine federal court rules and policy, said allowing photographic coverage of federal courtroom proceedings would be a distraction and take up too much court time.

In addition, said the conference, there are "potential psychological effects on participants in judicial proceedings, which may be subtle," ranging from "encouraging histrionics to producing inhibition."

In so ruling, the conference rejected a petition filed March 8, 1983, by 28 media organizations including ANPA. They asked for changes in the Code of Judicial Conduct and in the Federal Rules of Criminal Procedure, both of which prohibit cameras in federal courtrooms [presstime, April 1983, p. 12].

Among other reasons for not granting the request, the conference said:

- Television and still-camera photography would result in increased "direct costs" to the courts, including "increased sequestration of juries, increased difficulty in empaneling an impartial jury for retrial, larger jury panels and increased use of marshals."
- Some witnesses are "timid, uneducated, and unsophisticated" and "may be inhibited from coming forward and, if called to testify, may be uncomfortable."
- "Some lawyers have been motivated to theatrics and posturing, the cameras being viewed as an effective means of advertising. . . ." The conference, which is headed by Chief Justice Warren E. Burger, added, "Some judges may be susceptible to similar influences. . . ."
- The assertion that broadcasting of judicial proceedings will increase public understanding of the judicial system "is not supported by experience with media coverage of state court proceedings," the conference said. "On the contrary, there appears a great potential for miseducation and presentation of distorted images occasioned by the necessity of limiting most broadcasts to short segments of selected sensational cases."

State-court proceedings allowing camera coverage have shown that "the educational value alleged to result from the requested change is minimal or nonexistent and that the change could produce a distorted impression of the judicial process," according to the conference.

Reasons cited by the conference were based on results of a survey of federal judges and members of the American College of Trial Lawyers. ☐

Suit filed against Ogden Standard-Examiner over TMC product

A company publishing four weekly newspapers and two shoppers in the Salt Lake City area has filed a $4 million antitrust suit in U.S. District Court against the Ogden (Utah) Standard-Examiner over a total-market-coverage publication the daily distributes in Davis County.

The plaintiff, Clipper Publishing Co. Inc. of Bountiful, Utah, contends that its two paid weeklies and two shoppers circulated in Davis County have been hurt by unfair advertising sales practices of the Standard-Examiner's Lakeside Review. The weekly Review is distributed free to non-subscribers in that county, which is just north of Salt Lake City and south of Ogden.

Specifically, Clipper Publishing alleges that the Standard-Examiner has sold ads in the Lakeside Review for "unconscionably and predatorily low" prices that are "below cost." The plaintiff also contends that the Standard-Examiner wants a monopoly on advertising sales in the market and wants to drive Clipper out of business.

In fact, Clipper said it will be forced to close its publications in Davis County if the court does not take action.

The Standard-Examiner has denied all allegations.

A hearing in the case was expected to be held in early November. ☐

COURT BRIEFS

- McClatchy Newspapers has filed a **$6-million countersuit** against Sen. Paul Laxalt (R-Nev.) charging him with First Amendment violations and abuse of process by trying to discourage reporting on a matter of public interest.

Laxalt filed a $250-million libel suit against McClatchy over a 1983 report in the Sacramento Bee that money was skimmed illegally from a Nevada casino that was once partly owned by Laxalt.

C.K. McClatchy, president of the newspaper group, said in a column published Sept. 27 that Laxalt filed suit in an attempt to dissuade ABC, CBS and Newsweek from running stories about the casino situation.

- Federal prosecutors have dropped the controversial criminal charge that former Wall Street Journal reporter R. Foster Winans should have disclosed to readers his personal gain from **leaking unpublished stock market news.** Winans still faces the criminal charge of fraud by misusing the newspaper's "confidential" information.

He also still faces a civil suit filed by the Securities and Exchange Commission based on alleged violations of securities laws [presstime, Oct. 1984, p. 42]. The SEC said it will continue its claims that Winans should have disclosed his activities to readers. (See story, p. 39.)

- William J. **Small filed suit** against United Press International seeking more than $10 million for alleged breach of his employment contract, libel and fraud. He was fired as UPI president in September amidst changes at the wire service to deal with the company's poor financial condition [presstime, Oct. 1984, p. 62].

- U.S. District Court Judge Santiago Campos of Santa Fe revived a $3.65-million **invasion-of-privacy suit** against The New Mexican filed by the Santo Domingo Pueblo Indian tribe. He said the newspaper did not live up to terms of a tentative settlement reached Sept. 14 in which the paper agreed to run an apology for publishing photos of tribal religious dances.

The newspaper ran an apology and even a second apology "to further clarify" the first statement. But it also ran an article on the case that the Pueblo tribe said demeaned and ridiculed the tribe. Campos agreed and reopened the suit.

- The 4th U.S. Circuit Court of Appeals ruled 2-1 that the Fairfax County, Va., Police Department did not violate **Virginia's Freedom of Information Act** when it demoted an employee who gave The Washington Post a copy of a report critical of the department's communications center.

A U.S. District Court jury said the employee, Robert E. Jurgensen, was protected by the Virginia FOIA and awarded him $12,000. But the appeals court said that decision was bad precedent for local governments because it might encourage disgruntled public employees to "purloin and publish public records of every type."

Subscription tiff tentatively settled

Between 7,000 and 9,000 subscribers of the Arizona Daily Star and Tucson Citizen will receive a credit or cash under the tentative settlement of a suit over shortened subscriptions, the company said.

Thomas Jackson, general manager of Tucson Newspapers Inc., the agency that operates the merged business and production sides of the two newspapers, said the credit or cash will be worth, on average, $7.

The class-action suit, which alleges breach of contract and consumer fraud, arises from the shortening of annual, paid-in-advance subscriptions to reflect a subsequent rate increase that took effect June 1, 1982.

In the tentative settlement filed in September, the Star, the Citizen and Tucson Newspapers Inc. denied any wrongdoing.

Before taking effect, the settlement must receive preliminary and later final approval by the judge and also approval by members of the class of subscribers involved in the suit.

A lawyer for Tucson Newspapers Inc. said the hearing for preliminary approval is scheduled for Nov. 5.

The newspaper agency claimed, in court documents filed in June, that it had reserved the right to change rates during a subscription's term if 28 days' notice was given. Such notice could be by mail, in the newspaper or otherwise, and the rate change could be implemented by changing the subscription's duration, the documents said.

Jackson said the policy was dropped last January. However, that change was not connected with the settlement, he said.

Of those scheduled to receive refunds, subscribers who remain customers will get a credit; others will get cash, Jackson said. The basic framework of the settlement is in place, he said, and only small details remain to be worked out.

One remaining issue is the method for notifying people who are no longer subscribers, Jackson said.

Erik M. O'Dowd, the Tucson lawyer who filed the suit, declined to discuss the case.

The Star and Citizen had a combined daily circulation of 146,383 for the six months ending March 31, according to the Audit Bureau of Circulations. ☐

MTA newsrack rules upheld; parties seek reconsideration

The 2nd U.S. Circuit Court of Appeals said newpaper vending machine regulations imposed by the Metropolitan Transportation Authority in New York City do not violate the First and 14th Amendments.

A three-judge panel of the court ruled that MTA may charge fees for the placement of newspaper vending machines in rail stations.

However, the panel said a "revenue raising licensing fee" may not be levied discriminatorily, with one newspaper being assessed a higher fee than another.

The appellate court acted on the MTA's appeal of a lower-court decision granting summary judgment to Gannett Satellite Information Network Inc. Gannett had challenged restrictions on putting USA Today newsracks in MTA facilities such as subway stations [**presstime**, Feb. 1984, p. 27].

In the 3-0 decision, the appeals court panel said the MTA may impose "reasonable time, place and manner restrictions on newsrack placement." It also said Gannett would have "ample alternative means to distribute its newspapers to MTA commuters" if the company feels vending-machine licensing fees are too high.

Among other things, Gannett had objected to the higher fees that MTA was planning to charge for USA Today boxes than charged other newspapers.

The appeals court directed the lower court to issue an order prohibiting the MTA "from discriminating unreasonably in fees."

Both sides have asked the 2nd Circuit to reconsider the decision. ☐

Herbert case to go to trial

A U.S. District Court judge in New York said CBS must stand trial on charges that its "60 Minutes" program libeled retired Army Lt. Col. Anthony Herbert. It is the latest step in a longstanding case that already has set important precedent in the libel field even though it has not yet gone to trial.

The U.S. Supreme Court ruled in 1979 in *Herbert v. Lando* that a public-figure libel plaintiff is allowed in pretrial discovery stages to ask about journalists' "state of mind" when making editorial decisions leading to allegedly defamatory material. ☐

REGULATIONS

ANPA urges elimination of fairness doctrine

ANPA urged the Federal Communications Commission to eliminate fairness doctrine obligations for broadcasters and said the agency possesses the power to do so.

The statement came in response to the commission's call for public comments on 11 questions about application of the doctrine, which requires broadcasters to cover issues of public importance and to air contrasting viewpoints [**presstime**, June 1984, p. 37].

One of the questions was whether the commission has the authority to eliminate these requirements.

ANPA commented, "The commission possesses the general power to exercise its discretion in determining how fairness doctrine objectives can best be met." The Association suggested replacing the specific coverage obligations with "an affirmative recognition that full editorial freedom provides the public with the most extensive interplay of ideas, consistent with paramount First Amendment objectives." ☐

Azcuenaga nominated for FTC post

President Reagan has nominated Mary L. Azcuenaga, an assistant general counsel at the Federal Trade Commission, to the seat on the commission held by Michael Pertschuk whose term expired Sept. 25. Since Congress adjourned without acting on the nomination, Reagan can make

the no

Don't judge tomorrow's videotex by today's data, expert says

Presumptions about videotex have changed in the few years since it was first introduced, and that change is continuing. As a mature medium, it may look nothing like it does today.

According to W. Russell Neuman, codirector of the Research Program on Communications Policy at the Massachusetts Institute of Technology, the "standard" answers about videotex have shifted.

Responses to questions about such things as whether videotex will use a stand-alone terminal or a personal computer, employ sophisticated graphics or merely text, and serve a residential or a business market have switched from the former to the latter, he told the ANPA Telecommunications Committee at its semi-annual meeting in October.

Neuman, assistant professor of political science, said the answer to the question of whether it makes better business sense to get in first in the videotex marketplace or "wait and see," also seems to have shifted. He cited the CBS Inc.-IBM Corp.-Sears, Roebuck & Co. "Trintex" videotex project, in which a "go slow approach" is being used [presstime, March 1984, p. 35].

As for the ultimate question, "Will videotex be successful?" Neuman said the answer is: "Probably yes, but it won't look like what we know as videotex now."

The Telecommunications Committee also was cautioned about the changing nature of telephone companies.

At its last meeting, the committee established a Telephone Opportunities Task Force to explore opportunities for newspapers in the telephone area and to initiate a dialogue with telephone companies [presstime, April 1984, p. 48].

Reporting on visits to Pacific Telesis Group and BellSouth Corp., Task Force Chairman Thomas Pace said the response of the regional phone companies was "very positive." Officials were somewhat surprised by publishers' moves to "put down the boxing gloves for a while," he added.

Pace, communications counsel for Dow Jones & Co., said he feels it is necessary for publishers to work closely with phone companies to get technologies, tariffs and services of benefit to newspapers. The project in which AT&T is working with realtors in Monmouth County, N.J., to provide an electronic real estate database could serve as a model for an experiment with the newspaper business, he said. (See story, p. 23.)

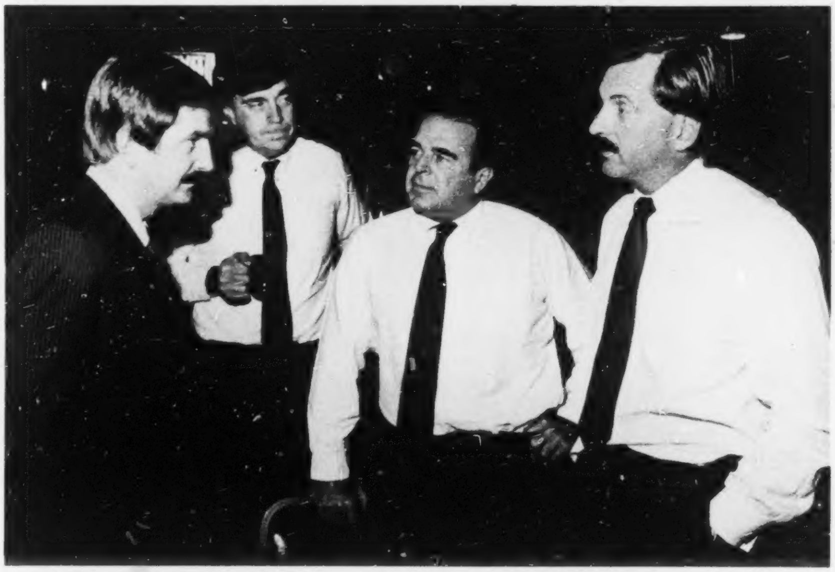
But he also cautioned that Pacific Telesis officials made it clear they intend to "push to the limit" the restrictions placed on them by the AT&T divestiture agreement and will ask U.S. District Judge Harold H. Greene, who is overseeing implementation of the AT&T breakup, for specific "line of business" exemptions from the divestiture consent decree.

Although the major effort of the newspaper business to limit the initial involvement of the telephone industry in electronic publishing is over, Pace said, "The battle in a sense has just begun." He suggested publishers will have to decide whether they want to fight the phone companies constantly or work with them.

The task force next will meet with Bell Atlantic Corp. and will ask officials there to reconsider the tariffs granted by the District of Columbia and Virginia, which allow the phone company to share profits with information providers for "audiotex" services that provide prerecorded messages over the telephone. ANPA has opposed the profit-sharing plan [presstime, June 1984, p. 41]. The committee endorsed a plan to bring the matter to the attention of Judge Greene in the event no accommodation is reached.

Another speaker said the key to the continued growth of home computers will be the availability of software. Thomas E. Wheeler, president and chief executive officer of a company called Nabu—The Home Computer Network, explained his firm is conducting a test in Alexandria, Va., in which it is distributing 150 software programs to personal computer owners via cable television lines. Wheeler, former president of the National Cable Television Association, claimed Nabu also will benefit the cable industry—which he described as experiencing penetration problems and revenue fall-off because of video cassette recorders—by providing it with "new excitement" to sell to investors and subscribers.

In a similar vein, committee member Jack W. Gallivan, president and publisher of The Salt Lake Tribune, said an experiment soon will be announced in Boulder, Colo., to deliver data to personal computers using cable television. The trial will be a venture of multiple-cable-system-operator Tele-Communications Inc., on whose board Gallivan serves, and cable hardware manufacturer Telecrafter Corp. If the pro-



Neuman (left) discusses videotex issues with Sjosten, Dolph C. Simons of the Lawrence (Kan.) Daily Journal-World and Committee Vice Chairman Robert M. Johnson of Newsday.

ject develops into a business, newspapers will be invited to participate in their local markets, he said.

State-local monitoring. Noting that the focus of telecommunications regulatory activity is shifting away from the national level, the committee named a task force to establish a nationwide "early warning network" in the states to monitor and report to ANPA quickly when issues arise. The task force is headed by John B. Kuhns, director of business planning for The Washington Post Co.

The panel also recommended that ANPA urge the Federal Communications Commission to act quickly and favorably on a petition by Cox Cable Communications to assert its authority to regulate data transmitted over cable television. Cox is challenging a Nebraska Public Service Commission ruling [**presstime**, Sept. 1983, p. 21].

In other committee action:

- The Applications and Training Subcommittee recommended that ANPA sponsor at least one workshop on telecommunications in 1985. However, subcommittee Chairman David A. Sjosten, vice president and general manager of Worcester (Mass.) Telegram & Gazette Inc., emphasized it will not be "just another videotex seminar" but rather will focus on the use of telecommunications in traditional newspaper business.
- The Technology and Marketing Opportunities Subcommittee reported that one of its 1985 projects will be a study of the convergence of the personal computer and videotex markets. The subcommittee also hopes to work with the International Newspaper Advertising and Marketing Executives on a study of the marketing aspects of newspaper telecommunications ventures.

Committee Chairman Uzal H. Martz Jr., president and publisher of the Pottsville (Pa.) Republican, said he expects the coming year to be an "intelligence gathering and monitoring kind of year" in which the committee will try to "get a handle on the next level of problems and opportunities" in telecommunications.

—Margaret Genovese

Cellular agreements

Rather than participate in a Federal Communications Commission lottery, competing applicants for cellular radio licenses in all but two of the 31 to 90 largest markets agreed to partnerships. A lottery was held Oct. 23 for those two markets [**presstime**, May 1984, p. 51]. □

New videotex services debut in Orange County, Chicago

After nearly a year in which, for U.S. videotex watchers, Knight-Ridder's Viewtron in Florida was the only game in town, now there are three.

Videotex went bi-coastal with the Oct. 2 launch of Times Mirror Videotex Services' Gateway in Orange County, Calif. The country's midsection will get its first commercial videotex system when Keycom Electronic Publishing's Keyfax debuts Nov. 1 in the Chicago area.

Gateway officials said they expect to have 2,000 subscribers in the first three to six months of operation. Price for the service is $19.95 a month for 20 hours of access, plus $10 a month terminal lease fee. Like Viewtron, Gateway uses AT&T's Sceptre videotex terminal.

At launch time, Gateway had $1.3 million in advertising commitments. An estimated $10 million reportedly has been spent on the project to date [**presstime**, Dec. 1983, p. 22].

A slightly more optimistic subscriber projection was offered by Keyfax officials, who said they expect to sign up 3,000 by the end of 1984 and 20,000 by the end of 1985. Price is $14.95 a month for five hours of service or $29.95 for 15 hours. A videotex terminal called Commandex was manufactured for the service by a subsidiary of Honeywell Inc., one of the partners in Keycom. It has a suggested retail price of $350. Keyfax also is available to subscribers with personal computers via a $60 software program.

Keycom will not disclose how much advertising has been sold on Keyfax. An estimated $20 million has been spent developing the service, according to industry sources [**presstime**, June 1984, p. 41].

Honeywell's partner in Keycom is Centel Corp. In September, News American Publishing Inc. sold its 16-percent share in the venture to the partnership [**presstime**, June 1984, p. 41]. □

Telecommunications calendar offered

The ANPA Telecommunications Department has compiled a list of upcoming telecommunications conferences and similar events sponsored by associations and other non-profit organizations.

The "Telecommunications Calendar of Events" includes dates, locations and telephone numbers for more information about activities scheduled through October 1985. To obtain the calendar, contact Suzanne M. Bilinski of the Telecommunications Department at The Newspaper Center. □

TELECOMMUNICATIONS NOTES

- The Associated Press and Tribune Media Services announced a joint venture to produce a **"graphics enhanced" text news service** for cable television.

TMS, a division of Chicago-based Tribune Co., will edit the AP-supplied news and will design the news pages. The new service, AP News Plus, will be available in December.

- The Journal Co. of Milwaukee **sold its cable-TV system** for $25 million to Jones Intercable Inc. of Denver. The company decided Teltron Inc., its subsidiary operating the 26,500-subscriber central Wisconsin cable system, "had to become a larger multiple system operator or sell," said Jack Knake, vice president for corporate communications. High programming costs and consumer demand for more channels contributed to that determination, he said.

The sale, subject to the approval of the 20 communities served by the system, means the company has ended its cable involvement. Last January, it terminated its experimental cable-text service on several systems in the Milwaukee suburbs.

- Committees of ANPA and the Association for Education in Journalism and Mass Communication have made four recommendations to their parent groups to help **integrate information on electronic publishing into journalism schools' curricula.** The four are: establishment of a speakers' bureau, compilation of a research guide, a more frequent exchange of information and development of a resources list.

The action stemmed from a survey of journalism programs in which it was revealed that 61.7 percent do not include material on electronic publishing [**presstime**, Feb. 1984, p. 31]. The report on the survey is available from the Telecommunications Department at The Newspaper Center in Reston, Va.

More newspaper slots sought for Pentagon contingency pool

Hoping to broaden newspapers' share of a press pool that would accompany U.S. troops into combat, ANPA has asked the Pentagon to increase the number of newspaper reporters in the contingency pool from one to three.

Newspapers were not part of the original 11-member pool announced Oct. 10. Salvos from the newspaper industry brought a quick about-face from the Pentagon and the addition of one newspaper reporter. Electronic media are heavily represented in the pool, which would be used when conditions limit how many reporters can accompany troops into action.

ANPA Chairman and President Richard J.V. Johnson said, in an Oct. 23 letter to Defense Secretary Caspar Weinberger, "we think three newspaper reporters could be selected to be on your pool—so long as we are talking of a pool of about the size you originally announced."

Johnson included in his letter a list of 24 newspaper companies—11 that have resident Pentagon reporters and 13 representing the remaining largest-circulation dailies—as a preliminary recommended base from which three reporters could be selected. The Pentagon had asked ANPA to nominate eight newspapers as a rotating source for one pool reporter.

Edward R. Cony, chairman of the Freedom of Information Committee of the American Society of Newspaper Editors, said the plan "has merit because the 24 news organizations from which the newspaper representatives would be chosen do represent a very big slice of the total newspaper industry—more than 50 percent of the circulation of U.S. dailies."

Meanwhile, as most public attention focused on the pool, guidelines covering how news would be reported from a combat zone were making their way through the Defense Department. Air Force Col. Robert O'Brien, deputy assistant secretary of defense, public affairs, said "nothing is final. We have a long way to go."

The Pentagon guidelines are viewed as a response to criticism about the media's exclusion from more than the first two days of the Grenada invasion last year. The media outcry led to the convening of a panel chaired by retired Army Major Gen. Winant Sidle to make recommendations on military-media relations.

The report of the panel, composed of military and retired media representatives, was made public Aug. 23. That day, Secretary Weinberger ordered its implementation [presstime, Sept. 1984, p. 38].

O'Brien, a Sidle panel member, said that while the panel's recommendations were broad, the coverage guidelines will be necessarily more specific. He said he anticipates they will closely resemble coverage rules during the Vietnam War.

The pool's makeup is the first aspect of the guidelines officially to be made public.

As originally announced by the Pentagon, the pool consisted of a reporter from the Associated Press and one from United Press International; a still photographer; a news magazine writer; a radio correspondent; four television reporters representing ABC, CBS, NBC and Cable News Network; a cameraman; and a sound technician.

After a surge of protests from newspaper editors, publishers and press organizations, including ANPA, the Pentagon announced Oct. 11 that a reporter from a daily newspaper would join the pool.

In immediate reaction, Johnson, president of the Houston Chronicle, pledged ANPA's cooperation with the Pentagon's "request for assistance in this matter of proper newspaper representation in any pools formed." He said the Association will "consult closely with U.S. newspapers, and with other newspaper organizations" on recommendations on the pool.

Suggested pool sources

The draft list of 24 newspaper organizations recommended by ANPA as a source for the desired three newspaper slots in the press pool after "extensive discussions" with newspaper executives contains:

Newspaper Organizations with Pentagon Correspondents

The Baltimore Sun; The Christian Science Monitor; Times-Mirror Co., Los Angeles; Tribune Co., Chicago; The New York Times Co.; Dow Jones & Co., New York; The Washington Post Co.; The Washington Times; Copley Press News Service; Scripps-Howard News Service; Newhouse News Service

Companies with other Top Circulation Papers

Gannett Co.; News America Publishing; Evening News Association, Detroit; Knight-Ridder Newspapers, Miami; Chronicle Publishing, San Francisco; The Boston Globe; Houston Chronicle; Cowles Newspapers, Minneapolis; A.H. Belo, Dallas; The Houston Post; Buffalo News; Central Newspapers, Indianapolis; The Milwaukee Journal

On Oct. 13, Johnson sent a telegram to Weinberger offering to meet at the secretary's "earliest convenience."

Weinberger had not responded to the telegram by late October. Given the secretary's busy schedule, "We don't take that as a rebuff," Johnson said.

Asked about the omission of a newspaper reporter from the initial pool, O'Brien said news organizations were chosen with an eye toward achieving the maximum amount of coverage with a minimum number of reporters. He agreed that newspapers supply what he termed "a broader coverage" than other media.

Nevertheless, newspapers were not included in a Pentagon meeting with bureau chiefs from wire services, TV networks and news magazines held Oct. 3, one week before the Defense Department announced its pool plans. Navy Lt. Glenn Flood of the Pentagon's public affairs office said the discussion concerned what type of news organizations should be in a contingency pool as well as broader battle coverage issues like communications and the role of public information officers.

Queried about the meeting later, O'Brien said newspaper representatives would be included in future meetings.

On the question of how pool members would be selected in the event all could not be allowed to go in with the first waves of troops—an eventuality the spokesman acknowledged could occur in some situations—O'Brien said the standard of "widest coverage" would dictate who would be selected. He said the wires are the first choice, "obviously."

O'Brien said he anticipated the pool would be used in the first 12 or 24 hours of a mission. Early in an operation, he said, reporters would probably "be escorted as they were in Vietnam."

Mission security and troop safety are primary goals, O'Brien said, and "we're not going to compromise on that."

The military will require that pool members be physically fit enough to keep up with troops and that they have a U.S. passport, O'Brien said, adding that women would be eligible under those rules.

—*Barbara J. Friedman*

Photojournalists lament lack of 'decent career ladder'

A study of photojournalists' job satisfaction suggests that while they like their work, the "fatal flaw" in the profession is the "lack of a decent career ladder."

"Most photojournalists start as staff photographers and end that way," said James H. Bissland, associate professor of journalism at Bowling Green State University, who conducted the study. It was sponsored by the university and the National Press Photographers Association.

In April 1983, Bissland mailed an 89-item questionnaire to every fourth name on NPPA's 6,800-person membership list. He received 751 replies for a response rate of 44 percent. Ninety percent of the respondents work for daily newspapers.

Seventy-six percent of the respondents answered negatively to the question of whether their "chances for promotion are good." Sixty-seven percent said their employers are not very concerned about "giving everyone a chance to get ahead," and 53 percent disagreed with the statement that "promotions are handled fairly."

"If you want to get ahead, you have to get a new job," Bissland quoted a staff photographer of one 45,000-circulation daily as saying.

Yet 71 percent said they would pursue the same career "knowing what you know now," and only 4 percent said they definitely would not enter the field.

Bissland found little difference between photojournalists and workers in other professions in the prevalence of "burnout symptoms" as measured by the "Kafry Tedium Index."

That index measures 22 experiences such as "feeling depressed," "being emotionally exhausted" and "feeling worthless," the journalism educator explained.

However, photojournalists differed dramatically from other groups of workers when it came to items from a "Quality of Employment Survey" that has been conducted at the University of Michigan. That survey, last performed in 1977, asked a 2,300-member sample of American workers in various occupations such questions as "All in all, how satisfied would you say you are with your present job?" Nearly half, 47 percent, said "very satisfied." Only 16 percent of the photojournalists said they were "very satisfied."

Similarly, twice as many photojournalists as other workers indicated they were "dissatisfied" in their jobs.

A summary of the study written by Bissland appeared in the October 1984 issue of News Photographer, the monthly magazine of NPPA. □

SEC official defends actions

The Securities and Exchange Commission's chief enforcement officer said press criticism against the SEC for cases against a former Wall Street Journal reporter and investment newsletter publishers is "unfounded."

John M. Fedders, director of the SEC's enforcement division, said there is a "false perception" that the SEC is trying to "erode First Amendment guarantees of a free press."

The SEC's efforts are "no more extensive than . . . necessary to achieve the government's substantial interest in maintaining the standards of the investment advisory profession to protect investors and in preserving the integrity of the U.S. securities markets," he said.

Fedders made his remarks at a seminar Oct. 22 at American University in Washington, D.C. Other speakers included Jack C. Landau, director of the Reporters Committee for Freedom of the Press, and Milton V. Freeman, a Washington securities lawyer, both of whom criticized the SEC actions.

"They have gone beyond what is permissible for them" in enforcement activities, said Freeman, a former SEC assistant solicitor.

One case in question is an SEC civil suit involving "insider trading" charges against R. Foster Winans, former Wall Street Journal reporter accused of leaking unpublished information for private gain. (See story, p. 34.)

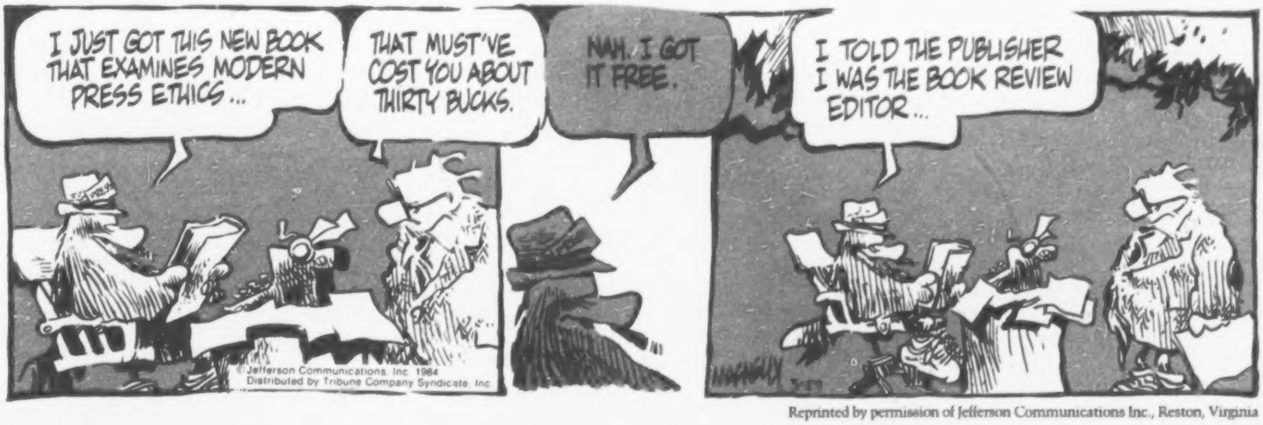
Another SEC case at issue, *Christopher L. Lowe et al. v. SEC,* will be heard by the U.S. Supreme Court. (See story, p. 33.) It involves the question of whether the SEC has a right to require investment advisory newsletters to be registered.

Some newspaper executives have expressed the belief that the currently required SEC registration for such newsletters has serious implications for all publications.

The SEC actions are based on congressional mandates, Fedders said, adding that if critics deem changes in the law necessary, they should "take their policy arguments to Congress." □

'Shoe'

By Jeff MacNelly


I JUST GOT THIS NEW BOOK THAT EXAMINES MODERN PRESS ETHICS...
THAT MUST'VE COST YOU ABOUT THIRTY BUCKS.
NAH. I GOT IT FREE.
I TOLD THE PUBLISHER I WAS THE BOOK REVIEW EDITOR...
© Jefferson Communications, Inc. 1984
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MACNELLY

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ACEJMC retains '75:25'

The Accrediting Council on Education in Journalism and Mass Communications will continue to recommend that accredited journalism schools limit their undergraduate students to taking "approximately" 25 percent of their courses in journalism and mass communication.

The decision reversed a preliminary one made last April that would have allowed up to 30 percent of a major's courses to be in journalism. Editors generally supported keeping the cap at about 25 percent, saying it is desirable for a student to take as many non-journalism courses as possible so as to acquire a broad liberal-arts background that will serve him or her well in a journalism career.

"We maintained the status quo, which is a healthy result," said Claude Sitton editorial director and vice president of The News and Observer Publishing Co. of Raleigh, N.C. Sitton is the American Society of Newspaper Editors' representative on the council, and it was his proposed language that was adopted.

ANPA Foundation's representative, James H. Ottaway Jr., president of Ottaway Newspapers Inc., said he was pleased that the council "reaffirmed the importance of the liberal arts in any journalism and mass communications education."

Council President Joseph W. Shoquist, managing editor of The Milwaukee Journal, said the council "responded to suggestions to reaffirm its commitment to liberal arts and sciences by dropping the reference to 30 percent."

The decision to retain the so-called 75:25 rule was one of the major results of a marathon, two-day council meeting in Chicago that did produce several revisions in standards for accreditation and in procedures for evaluating schools.

In a substantial change from current policy, the council eliminated requirements for accreditation of individual sequences—such as news-editorial, broadcasting, advertising and public relations—in favor of accrediting the journalism "unit" as a whole.

But it also said, as urged by advertising and public relations educators and professionals, that a school may request an evaluation of one or more sequences in addition to the entire unit.

Chicago Sun-Times

Ottaway (third from right) listens to discussion of accrediting policy.

Another change was the inclusion, for the first time, of affirmative-action language in the council's standards. ACEJMC said it expects accredited programs to undertake "organized efforts to recruit, advise and retain minority students and minority and female faculty members." The council said it will increase its efforts to include at least one minority and one female member on every accrediting team.

ACEJMC also made significant changes in its appeals procedure and fee structure. All of the changes take effect Sept. 1, 1985.

The council also has asked its member organizations to increase their contributions.

With regard to the curriculum formula, advertising and public relations educators had been concerned that the division tentatively approved by the council in Montreal last spring would not have allowed their students to minor in such areas as business [presstime, Sept. 1984, p. 15]. The proposal said that of the 70-75 percent of a journalism majors's non-journalism course work, 60 percent would have to be in the traditional liberal arts and sciences, with 10-15 percent available for other courses such as business.

The language was changed at the Chicago meeting to meet their objections. It states that the 75 percent non-journalism courses shall consist of "general academic courses with emphasis on liberal arts and sciences." This is virtually identical to the old language, which stated that about 75 percent of a journalism major's courses be "in the arts and sciences."

Leonard W. Lanfranco, executive director of the Association for Education in Journalism and Mass Communication, said the standards seem to offer the "possibility of accommodation" of the various factions making up journalism education. He noted, though, that "only the application of the standards in the future will prove that point."

Even though the decisions made at the Oct. 20-21 meeting were generally well-received, some tensions remain.

At the meeting, ACEJMC President Shoquist announced the naming of a committee to "study the makeup of the council" in light of some criticism that newspapers are over-represented on it.

In a statement issued after the meeting, the council noted that its principal financial support from the communications industry is provided by newspaper organizations and that a majority of the council's professional members represent those organizations.

Of the council's 32 members, 19 represent professional organizations, the rest being journalism educators. Of the 19, 10 slots are reserved for newspaper organizations that support the council financially—ANPA, ASNE, Associated Press Managing Editors Association, California Newspaper Publishers Association, Inland Daily Press Association, International Newspaper Advertising and Marketing Executives, National Conference of Editorial Writers, National Newspaper Association, National Newspaper Publishers Association and Southern Newspaper Publishers Association.

In addition, three slots are set aside for organizations whose members include people from newspapers as well as from other media—National Press Photographers Association, the Society of Professional Journalists, Sigma Delta Chi, and Women in Communications Inc. ☐

Teaching of ethics on the rise

The teaching of ethics in the country's journalism schools "appears to be a growth industry," according to the results of a survey for the Ad Hoc Committee on Ethics of the Association for Education in Journalism and Mass Communication.

The survey, conducted last spring, found that the number of specific ethics courses had increased from 68 to 117 in seven years, according to Clifford G. Christians, associate professor of communications at the University of Illinois.

In his report, Christians also cited other signs of the current high level of interest in ethics study:

- Conventions of journalism educator organizations are regularly including discussions of ethics.
- A number of journalism-related organizations have poured funds into the research and teaching of journalism ethics in recent years.
- Three books on the topic have been published in the past year, and eight or nine more are being written.
- A new journal on media ethics is scheduled to be published in the spring by Brigham Young University.
- A doctoral dissertation on ethics instruction in journalism schools was recently completed at Harvard University.

And perhaps the most recent sign of surging interest was a workshop on teaching ethics held Oct. 7-11 at the University of Kentucky School of Journalism. There was space for only 35 participants; 110 other educators were turned away.

Alternative approaches to teaching journalism ethics was one topic explored at the workshop, which was funded through a $21,810 grant from the Gannett Foundation and cosponsored by AEJMC.

Rick Elkins

Lambeth leads University of Kentucky ethics seminar.

"Up until now, it's fair to say most journalism schools have said 'We teach ethics in every course across the curriculum,'" said Edmund B. Lambeth, workshop director and head of Kentucky's J-school. "However, most skills course professors readily admit that they have their hands full with the substance in their skills course. So, while they try to deal with this, it is very difficult. As a result, there is renewed interest in the free-standing course in ethics, which can blend together the students' journalism courses as well as courses in arts and sciences."

According to the AEJMC study, in addition to the schools already offering an ethics course, 17 indicated they plan to offer one in the near future and nine are studying the matter. The reason cited most often for not offering a course was a preference for the "pervasive method."

However, educators who believe a separate ethics course is preferable to the pervasive method point out there is a downside to Christians' encouraging figures.

Even with the recent growth, "far too few students are being exposed to specific instruction on media ethics," said Everette E. Dennis, director of the Gannett Center for Media Studies at Columbia University. The 117 schools with media ethics courses constitute less than half of the 274 schools offering a journalism major, he pointed out. And Christians' estimate that about 4,000 students studied ethics courses during the last academic year translates into less than 5 percent of the estimated total J-school enrollment of about 92,000.

The model journalism curriculum unveiled earlier this year at the University of Oregon School of Journalism identified ethics as one of the "conceptual" courses that is "essential" to the curriculum, according to Dennis, former dean of the Oregon school and director of the curriculum project [presstime, May 1984, p. 57]. Journalism schools ought to "move a bit beyond the rhetoric," he added, and "begin acting like it is essential."

Christians agreed with Dennis that there is an "enormous distance" to go. It will be a "long time," he predicted, before the majority of journalism students takes ethics courses. "On the other hand," he said, "every indication is that the interest on the part of students in ethics courses is extremely high."

Although two schools responding to the survey dropped ethics courses because of low enrollment and three others declined to introduce ethics courses because they perceived a lack of student interest, Christians noted that all others that commented "reported exceptionally strong student demand and increased enrollment each year the course was offered."

While Christians' report indicated a good deal of research in media ethics is reaching fruition in the form of new books, more research soon will be underway at the University of Minnesota's new Silha Center for the Study of Media Ethics and Law.

According to Director Donald M. Gillmor, one long-term goal of the center is to foster research aimed at developing ethical theories.

Beginning next year, the school will be recruiting doctoral students to conduct theoretical research.

The center was established in August with a $350,000 endowment from Otto A. Silha, former president and chairman of Cowles Media Co., and his wife, Helen, plus $100,000 from the Minneapolis Star and Tribune Foundation.

—Margaret Genovese

Updated version of library guidelines available from Foundation

An updated version of "Guidelines for Newspaper Libraries" is available from ANPA Foundation.

First released in 1974, the loose-leaf reference guide has been a resource for newspaper librarians and editors. Written by members of the Special Libraries Association, every chapter has been revised and expanded to ensure that the information reflects the latest developments in newspaper libraries.

Cost of the 134-page guide is $20 with a binder and $15 without a binder. To order, contact the Foundation's Ruth Finn at The Newspaper Center. ☐

2 more programs on illiteracy dropped due to lack of interest

Two more symposiums on illiteracy have been scrubbed because of lack of interest, bringing the total cancellations this year to three.

The latest casualties were the ANPA Foundation/Ohio Newspaper Association Midwest Literacy Symposium scheduled for late October in Columbus, and a wrap-up national session at The Newspaper Center in Reston.

The symposiums had been designed to foster discussion and plans for community projects to fight illiteracy, particularly adult illiteracy. Newspaper publishers had been invited to attend and to bring representatives of their local school systems with them.

But according to ONA Executive Director and Secretary Kenneth L. Drum, by early October just six people—three newspaper publishers and three school officials—had formally registered for the Columbus program, and only two other publishers had expressed an interest in participating.

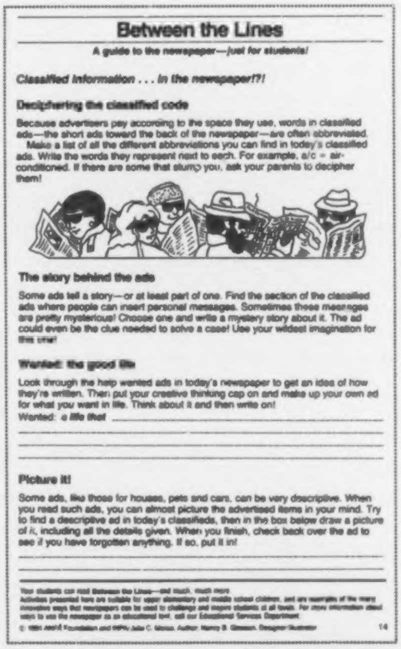
The national symposium, which had been scheduled for this month, was canceled after this second regional event failed to come off. The earlier cancellation was of a scheduled June symposium in Portland, Ore., cosponsored by ANPA Foundation and the Oregon Newspaper Publishers Association [**presstime**, July, 1984, p. 58].

"It just does not seem to be an item that is high on the agenda of newspaper publishers right now," Ohio's Drum commented.

According to ANPA Foundation Manager/Education Services Linda B. Skover, in lieu of a symposium in Reston on the subject, there may be a meeting with interested parties to consider alternatives to the canceled conferences.

"Publishers are very interested in illiteracy," Skover said, "but we have found out that offering symposiums does not seem to be the right approach" to develop suggestions for ways to deal with the problem. ☐

Craig Trygstad, executive director of Youth Communication, and Crystal Hamann work on the just-launched Youth News Service. Editor Hamann prepares a weekly report using copy from Youth Communication correspondents. The national report is transmitted electronically from the YNS office in Washington, D.C., to Youth Communication Centers around the country. It also is mailed to high school publications.



Between the Lines

A guide to the newspaper—just for students!

Classified information . . . in the newspaper!?!

Deciphering the classified code

Because advertisers pay according to the space they use, words in classified ads—the short ads toward the back of the newspaper—are often abbreviated.

Make a list of all the different abbreviations you can find in today's classified ads. Write the words they represent next to each. For example, a/c = air-conditioned. If there are some that stump you, ask your parents to decipher them!

The story behind the ads

Some ads tell a story—or at least part of one. Find the section of the classified ads where people can insert personal messages. Sometimes these messages are pretty mysterious! Choose one and write a mystery story about it. The ad could even be the clue needed to solve a case! Use your wildest imagination for this one!

Wanted: the good life

Look through the help wanted ads in today's newspaper to get an idea of how they're written. Then put your creative thinking cap on and make up your own ad for what you want in life. Think about it and then write on!

Wanted: *a life that* ____________

Picture it!

Some ads, like those for houses, pets and cars, can be very descriptive. When you read such ads, you can almost picture the advertised items in your mind. Try to find a descriptive ad in today's classifieds, then in the box below draw a picture of it, including all the details given. When you finish, check back over the ad to see if you have forgotten anything. If so, put it in!

Your students can read Between the Lines—and much, much more.

Activities presented here are suitable for upper elementary and middle school children, and are examples of the many innovative ways that newspapers can be used to challenge and inspire students at all levels. For more information about ways to use the newspaper as an educational tool, call our Educational Services Department.

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"Between the Lines," a package of 36 quarter-page, camera-ready house ads promoting Newspaper in Education activities both in school and at home, is available from ANPA Foundation for $20. For more information, contact the Foundation at The Newspaper Center.

New curriculum plan available

ANPA Foundation, through its Newspaper in Education program, is offering a new curriculum plan for high school students.

"Using the Newspaper to Teach Secondary Language Arts" is a 57-page, camera-ready document that has students use the newspaper while studying reading, writing, oral communication, the structure of the English language and literature appreciation.

Written by John E. Guenther and John H. Bushman of the Department of Curriculum and Instruction at the University of Kansas, the curriculum features more than 200 classroom exercises.

"By actively involving students with the subject matter in a variety of ways, teachers who use this program will provide a series of educationally sound learning experiences for the youngsters in their English classes—and the kids will have a good time in the process," says Guenther, who prepared the Foundation's previously published social-studies curriculum and is co-author of the soon-to-be-published mathematics curriculum.

Cost of the curriculum plan is $20. To order, contact ANPA Foundation at The Newspaper Center. ☐

Six educators receive grants to attend seminars

Six college journalism teachers have received grants under a new ANPA Foundation program to help educators attend ANPA-sponsored seminars.

Recipients are Robert D. Hilliard, instructor, Department of Communications, Washington State University, Pullman; M.A. (Mike) Kautsch, assistant professor, William Allen White School of Journalism, University of Kansas, Lawrence; Anne W. Nunamaker, visiting professor, Department of Journalism, Howard University, Washington, D.C.; George Rhoades, asssociate professor, Department of Communication, University of Texas, Arlington; Catherine M. Stablein, assistant professor, Department of Journalism, Roosevelt University, Chicago; and Judy VanSlyke Turk, assistant professor, School of Journalism, Louisiana State University, Baton Rouge.

Four more $300 grants are available through the end of this year [**presstime**, Feb. 1984, p. 39]. ☐

Primary results at polls, page 4

JOURNAL

BRIDGEPORT CONNECTICUT • VOLUME 5 NUMBER 5

Party move to still factions slights top vote getters

Meet Ernie Newton-he's come a long way

Students learn the ins and outs by producing TMC paper

The courses in community newspapering at Connecticut's University of Bridgeport use no texts: The students and faculty write one every four weeks when the Black Rock Journal, their collaborative effort in newspaper publishing, comes out.

University journalism and advertising students working on the Journal get acquainted with all aspects of the newspaper business from reader demographics to headline writing to final paste-up and zoned (ZIP code) distribution. Professor Howard B. Jacobson has final say as publisher and managing editor, but students fill all other positions, including reporters, copy editors, photographers, graphics and design specialists, and advertising sales people.

In the process, students find themselves in field situations where the substance of their general education can be quite relevant to the job at hand. More immediate rewards include course credits and commissions on sales for the ad students.

To provide students with this "real world" opportunity, Jacobson established the Journal in 1979 as a 4-page occasional publication. Now, five years later, the Journal, which averages 16 pages per issue, is distributed free by mail six times a year, October through April, to more than 4,500 homes in three census districts in Bridgeport, comprising what is known as the Black Rock community.

The department-sponsored community newspaper is one of only a few such total-market-coverage publications used primarily for training while serving the needs of local readers.

"Most journalism schools simulate the realities of reporting," says Jacobson. "The instructor gives the students writing assignments about an imaginary town, including fictitious residents, names, streets and events. The hope is to reproduce what reporters encounter daily in an actual newsroom.

Students in the simulated newsroom "don't learn the essentials of how to develop story ideas, cultivate multiple news sources and confront people in varied, sometimes stressful situations—skills as much needed as news writing," Jacobson asserts.

At the Black Rock Journal, reporters are given specific beats. In addition, they are encouraged to "enterprise" by coming up with a list of possible stories; these ideas come from beat sources, the news desk, articles in other publications and people in the community.

Reporters regularly cover state and Bridgeport news affecting Black Rock's eight neighborhoods, environmental issues, crime, the impact of zoning decisions on residential development, and school, youth and senior-citizen programs.

"Reporters spend numerous hours tracking down a lead, only to find sometimes that they have hit a dead end," Jacobson says. "The student reporter has to learn to be more flexible, maybe challenge his own assumptions about a situation or the information collected. At such times, together we seek new approaches, perhaps a different viewpoint for the story line or precise Black Rock angle."

Once the focus is narrowed and the pieces start coming together, the reporter enters a first version of the story into one of the mass-communication department's portable computers. The 4-pound terminals with video display and text-editing capabilities can store the equivalent of eight pages of text.

The reporter then returns to the newsroom and sends the story to the storage disk by plugging the portable into a direct cable connection with a Compugraphic word processor, actually the front end of a phototypesetter. Once that's done, the reporter can do more elaborate revisions or obtain hard copy from a printer. After editing by the copy desk, the final version will be transferred via disk to the phototypesetter for composition.

Students are also involved with page paste-ups, ad layouts, photography and graphics under the tutelage of Stefan Buda, a professional graphic artist who serves as a part-time instructor and at whose type composition and graphics shop the paste-ups receive finishing touches.

"The students undergo fantastic growth while working on the paper," Jacobson says. "There's a quantum jump in their competence level because there's no hand-holding."

One student who covered the Journal's police beat for two semesters said this about her professional growth: "When I first started on the paper, I was extremely nervous and had no confidence in my abilities. . . . I'm not afraid to be bold and ask follow-up questions any more, and I am much better prepared. I could never have learned this out of a book!"

Many BRJ reporters have used their street experience with the Journal as a springboard for a full-time internship with an area daily during a later semester. Robert Granger, news editor of the Journal-Courier in New Haven, says he likes to hire students who have been on the Black Rock paper "because they are so much better prepared to do the job we require of them as reporters."

While the reporters are gathering news, the student sales reps are hustling for ads from the small shops in the business district of Black Rock to help defray the newspaper's production costs. Armed with sales kits, a lot of enthusiasm and advertising copy ideas, students majoring in advertising visit retail accounts. That's when they find out that newspaper retail advertising is more than selling space.

One student who went out to talk with merchants about ads reported that "it felt like an insurmountable task." Later, after a few were sold, she said she could now go out and "make things happen."

And while the students gain immeasurable experience, the Black Rock community also gets its own newspaper. "The people in the community enjoy reading about themselves," says Jack Collins, a local pharmacist and president of the Black Rock Community Council. "They are also proud that the university chose Black Rock as the place to start a paper. We also like the Journal because it provides the merchants with a means of reaching everyone in Black Rock—their select market."

"My dream," says Professor Jacobson, "is to implant the idea with the students that they too can someday find a community with similar needs and start a newspaper." ☐

FIEJ panel wants 51% dues hike; more responsibilities cited

A committee of the International Federation of Newspaper Publishers, or FIEJ, has recommended a 51-percent increase in members' dues to shore up the organization's finances.

For ANPA, the net effect of the proposal would be about a 35-percent increase because the dues are assessed in French francs. ANPA's dues payment, therefore, could increase from about $22,700 to about $30,800 (at current exchange rates). The assessment is based on the combined circulation of the newspapers in each FIEJ-member country's publishers association.

The recommendation for the assessment was made by the federation's Prospectives and Planning Committee, which met in Amsterdam Oct. 4. It will be reviewed by the FIEJ Executive Committee Dec. 5 in Paris. The organization's board of directors could get the proposal at its meeting in Jerusalem Jan. 27-30.

At the Amsterdam meeting, the planning committee acknowledged FIEJ's importance in monitoring UNESCO, sharing information and providing opportunities for publishers to meet with their colleagues in other countries.

The committee concurred that the financial pressure felt by FIEJ was not a result of mismanagement but of increased responsibilities, particularly as a watchdog for UNESCO activities in the field of communications.

Over the past few years, an increasing FIEJ deficit has been exacerbated by the declines in the value of French currency relative to stronger currencies such as the U.S. dollar.

In an effort to reduce FIEJ expenditures, the committee also agreed to recommend cutting the number of FIEJ committees almost in half and suspending the award of the Golden Pen of Freedom. Established in 1961, it acknowledges heroic efforts to defend press freedom around the world [presstime, Feb. 1982, p. 18].

ANPA is monitoring the federation's financial situation and the outlook for the Association's 1985 FIEJ assessment.

K. Prescott Low, president and publisher of The Patriot Ledger in Quincy, Mass., and a member of the committee, said in mid-October, "FIEJ's work at UNESCO has been of considerable value to ANPA and its members—and would be considerably more so should the United States follow through in its decision to withdraw from UNESCO at the end of December." ☐

Grenada-bound press goes instead to St. Vincent

The $30,000 press originally earmarked for a newspaper in Grenada has been donated to another Caribbean paper instead—The Vincentian on the island of St. Vincent.

Following the U.S. military intervention in Grenada, the ANPA Foundation Board of Trustees gave the World Press Freedom Committee money to purchase a reconditioned press for The Grenadian Voice, which had been closed by the late Prime Minister Maurice Bishop in 1981.

However, the newspaper was unable to locate a building to house the press [presstime, Aug. 1984, p. 37].

WPFC and the Caribbean Publishing and Broadcasting Association then recommended to ANPA Foundation that the press be diverted to The Vincentian.

Established in 1919, the weekly Vincentian is the only independent newspaper in the small country, another of the Windward Islands located about 70 miles north of Grenada. Five years ago, the WPFC and ANPA helped the paper acquire used Compugraphic typesetters donated by the Devils Lake (N.D.) Journal and The Janesville (Wis.) Gazette [presstime, Dec. 1979, p. 25]. ☐

WORLD PRESS NOTES

- ANPA Executive Vice President Jerry W. Friedheim wrote the president of the International Committee of the Red Cross, warning against participation in a world conference on "**safety of journalists**" planned for 1985.

Last month ANPA's Government Affairs Committee expressed "alarm" that the meeting will deal with "issues (that) too often have involved schemes for censorship through licensing journalists in the name of 'protection'" [presstime, Oct. 1984, p. 41].

- The Inter American Press Association has prepared a **guide for journalists**, entitled *Surviving Dangerous Assignments* [presstime, April 1984, p. 47]. Free copies are available from IAPA, 2911 N.W. 39th St., Miami, Fla. 33142.

- The publisher and the editor of Greece's largest newspaper have been charged with **tapping the telephone** of a Cypriot correspondent for The Daily Telegraph of London who worked part-time for The New York Times.

The journalist, Paul Anastasiades (who writes under the name Paul Anastasi) is currently appealing a libel judgment based on his charge that Ethnos Publisher George Bobolas and Editor Alexander Filipopoulos are agents of the Soviet Union [presstime, Feb. 1984, p. 32].

- Israeli military authorities have established a new policy that **bars Beirut-based journalists** from southern Lebanon. Only those with press credentials from Israel are now allowed in the occupied territory. Two journalists from the Associated Press and two from The Times of London were ordered to leave the area Sept. 20.

- Police in the Punjab state of India have **issued an arrest warrant** for an AP reporter who wrote about the Indian army's invasion of a Sikh temple four months ago.

Brahma Chellaney's reports are said to have violated Indian laws that prohibit news about the Sikh opposition to the government in Punjab and that make it a crime to offend or encourage conflict between religious groups.

- A U.S. journalist **held for 78 days** on drug charges was released by Colombian authorities Sept. 28. Thomas Quinn, a part-time correspondent for Time magazine, claimed he had been "set up" while he was researching an article on the sale of narcotics.

- Italy's leading daily newspaper has been purchased by a consortium of leading financial and industrial firms. **Corriere della Sera**, which had been in financial difficulty for several years, was previously owned by the Rizzoli publishing group.

UP AND RUNNING at The Stuart News

"We bought Uniman 4/2 because we want to be the best daily paper we can be."

Gardner Pate,
General Manager and President
Stuart News

Uniman 4/2 is now "up and running," at The Stuart News, Scripps-Howard's rapidly growing, 26,000 circulation daily in Stuart, Florida. And it is achieving the improved print quality and productivity they expected.

"Sunday's edition used to require four to five press runs", stated Mr. Pate, "we now do it in two!"

UNIMAN 4/2 features ink fountains and direct plate dampening for high print quality and provides unique access within the arch for ease of maintenance.

M.A.N.-Roland's objective is to build and install the finest newspaper presses available. With Stuart now on-stream, the list of installations in North America is growing. UNIMAN 4/2, the affordable double-width offset press for growing newpapers who want the best. Take a look for yourself.

For a demonstration, or free brochure, write M.A.N.-Roland, Newspaper Press Division, 333 Cedar Avenue, Middlesex, N.J. 08846. Or call us at 201-469-6600.

Sealant helps newspapers keep pressroom floors clean, safe

Many people believe not much can be done about newspaper floors that look like filthy asphalt driveways.

But the St. Petersburg Times and Evening Independent found a floor sealant that facilitates ink removal from pressroom floors and reduces the tracking of spilled ink into other areas of the plant.

The sealant makes the floors non-porous, rendering them ink-repellant and hence easier to clean.

"It (ink tracking) is a serious enough problem to warrant having 14 custodians doing nothing but cleaning the floors," observes Kent R. Worrall, the papers' warehouse and building manager. With the floors sealed, that custodial staff can clean about a 50-percent larger area each night than previously, he reports.

Worrall began experimenting three years ago with Gem Coat, a floor sealant manufactured by Rochester Midland Corp. in Rochester, N.Y. The initial tests were conducted on a one-foot-square area of the pressroom floor that was specially prepared and sealed with the substance.

"The experiment was a success," Worrall says, "but the process proved too expensive at the time." The Rochester Midland distributor in the St. Petersburg area would sell the product only in conjunction with a floor preparation and application service, he reports, and the firm wanted to charge the newspapers "$3,000 more than we were prepared to pay."

The test area was "rediscovered" after three years by custodians who had been cleaning around the spot "because it already looked clean," says Worrall.

"In fact, press floors in this area were a thunderous black," he notes, "but this square-foot patch just glowed with cleanliness."

Calling the distributor back, Worrall learned that the product could now be purchased without the accompanying application services. The newspapers bought the product, and their custodians began the process of sealing the entire pressroom floor.

While the sealant helps keep the floors clean—enough so that Worrall has been receiving telephone calls about it from distant newspapers—the substance is not without its caveats and drawbacks.

"The problem with Gem Coat is that it must be applied on a very clean floor," Rochester Midland Chairman Alvin D. Keene points out. "Most people won't make the effort to put it down correctly."

The St. Petersburg staff first used hydrochloric acid to loosen and remove the ink and to bleach the concrete floors.

George Cashau, ANPA director/technical research, points out that using hydrochloric acid can be dangerous because it can release chlorine or hydrogen chloride, both of which are toxic.

After the application of acid, the papers' staff mopped the floor with baking soda to neutralize the acid. Then the floors had to be covered with newsprint roll wrappers.

Besides requiring very clean floors before being put down, the sealant is difficult to apply and also gives off very strong fumes during application, according to Keene of Rochester Midland. Worrall says that because of the volatility of the fumes, the newspapers' staff had to make sure the rooms were well-ventilated and no one smoked during the application.

Sealants facilitate ink cleanup.

Using paint rollers, custodians applied three coats of the sealant on each of three days, allowing each to dry for three hours. Then the floor had to be re-covered with roll wrappers while the press crews worked.

Despite the problems involved in applying the sealant, Worrall says the results were "just what the doctor ordered" to keep the floors and halls clean. "We're happy with it. It lends a brighter atmosphere to the press area."

He also says the newspapers are experimenting with using soap and water

REGISTRATION!

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instead of solvents to clean the newly sealed floors.

ANPA's Cashau observes, "This is a very significant development for the newspaper business. If you can keep the floor clean and prevent slippage, you would go a long way toward preventing accidents in the pressroom."

He adds that a clean pressroom is a "psychological incentive" for workers.

Manufacturer Keene says the main ingredient in the Gem Coat is a "moisture-cured" urethane that repels ink. He also says other floor solvents with similar ingredients are available from other manufacturers. *—Paul Kruglinski*

TECHNOLOGY NOTES

- Harris Graphics Corp., a major supplier of newspaper equipment, made an initial **public offering of common stock** on the New York Stock Exchange Oct. 10. The firm sold three million shares at $14 per share.

According to the firm, which spun off from the Harris Corp. in a leveraged buyout last year, the proceeds will be used to redeem preferred stock and to reduce long-term debt.

On June 30, after its first full fiscal year, the firm reported sales of $460 million and net income of $16.2 million, up from $3.9 million. New orders were reported at $491 million and employment at 4,400.

- A federal bankruptcy judge has **approved reorganization plans** filed by AM International Inc., a supplier of typesetting equipment.

The plan calls for the firm to pay $201 million in cash and distribute 40 million new shares of common stock to satisfy creditors.

- Compugraphic Corp. has **reorganized into three divisions**: North American Division (for sales and marketing), Newspaper Systems Division and Field Engineering Division. The latter will include the company's reconditioned equipment unit.

- Western Lithoplate and Supply Co., a supplier of graphic arts materials, has **changed its name** to Western Lithotech. According to the firm, the new name is designed to reflect the diversified nature of the company's product line.

- ImagiTex Inc., a manufacturer of scanners used in pagination systems, has **completed a second round of venture capital financing** worth $5.5 million.

Among the investors are American Research and Development, Hambrecht & Quist, Venture Founders, Morgan Holland and J.F. Shea, along with second-round investors Merrill Lynch, Charles River Partnership, Bay Partners, Nordic Investors and New England Capital.

According to the firm, the capital will be used for product marketing and further product development.

- Hercules Inc., a supplier of plates and platemaking equipment, announced the **acquisition** of Winston Technologies, a manufacturer of toners used in copiers, facsimile receivers and computer printers.

The firm is a wholly owned subsidiary of Hercules operating under the name Edgraph Inc.

- Digital Equipment Corp. and Computer Graphics Laboratories Inc. have **entered into a cooperative marketing agreement** whereby DEC will market CGL's Images II electronic graphic arts system.

According to DEC, Images II has a wide range of newspaper and other media applications.

TECHNOLOGY CALENDAR

- **Lasers in Graphics**, the annual conference on prepress technology and electronic publishing, will be Nov. 4-8 at the Hyatt Regency New Orleans.

- Printing Industries of America will hold its **National Materials Management Conference** Nov. 7-9 at the Sheraton International Hotel at O'Hare Airport, Chicago.

- The second annual **Gutenberg International** graphic arts show will be Nov. 15-18 at the Convention Center in Washington, D.C.

- The **57th Annual ANPA Operations Management Conference & Exposition** will be June 8-12 in New Orleans.

- The **ANPA Operations Management Conference & Exposition Arrangements Committee** will meet Jan. 10-11 at The Rivergate and New Orleans Convention Center.

- The **ANPA Technical Committee** will meet Jan. 15-16 at The Newspaper Center in Reston.

- **Print 85** will be April 13-20 at McCormick Place in Chicago.

Death sentence given in slaying of carrier

The man convicted of killing an Omaha World-Herald newspaper carrier last year has been sentenced to death.

John J. Joubert, a 21-year-old airman stationed at Offut Air Force Base on the outskirts of Omaha, pleaded guilty to fatally stabbing 13-year-old Danny Joe Eberle in September 1983, as well as another boy, who was not a carrier, several months later.

The Oct. 9 sentence, a unanimous decision of a three-judge panel at the Sarpy County District Court, is subject to review by the Nebraska Supreme Court.

The Omaha incident is one of a series of four murders and two disappearances of carriers in the United States in the past 26 months [**presstime**, Sept. 1984, p. 6].

In May, Robert Golliver, convicted of fatally stabbing a 14-year-old Newsday carrier on Long Island in March 1983, received a sentence of 41 years to life.

Still undecided are the fates of the accused killers of two girls abducted and murdered while collecting from customers on their paper routes earlier this year. The trial of James B. Wales, accused of the March killing of 12-year-old Cheri Lindsey, a carrier for The Evening Press of Binghamton, N.Y., began in mid-October. The trial of Donald E. Beaty, accused of the May killing of 13-year-old Christy Ann Fornoff, a carrier for The Phoenix Gazette, will resume in January.

HAVE YOU SEEN EITHER OF THESE YOUNG MEN?
$125,000 REWARD

Still unsolved are the disappearances of two Des Moines Register carriers—13-year-old Eugene Wade Martin, who was last seen Aug. 12, and John Gosch, who was a 12-year-old when he disappeared in September 1982. Both boys, last seen preparing for their Sunday morning routes, are the subjects of nationwide searches.

Rewards totalling at least $35,000 have been offered for information on the two—$25,000 by the Register, $5,000 by the Iowa Newspaper Association and $5,000 by WHO-TV and radio. Through posters and ads containing pictures of the missing boys, the Register has extended the search for the two throughout North America. ☐

Plans dropped to compare reader, broadcast data

Efforts to make direct comparison between television audiences and newspaper readership available to papers subscribing to the 1985 Newspaper Ratings Study died earlier this year, and negotiations for radio data finally broke down in late October.

"Maybe sometime in the future this subject (radio-newspaper ratings) will come up again, but whether it will or when it will I don't think any of us has any way of guessing," said Edward Barz, senior vice president of Simmons Market Research Bureau, just after talks with Arbitron Ratings Co. concluded Oct. 23.

As for making television ratings easily available to newspapers and giving television stations easy access to newspaper readership data, that is "not possible in the near future," said Barz, who was negotiating with Arbitron as a member of the management committee of Simmons-Scarborough Syndicated Research Associates.

According to terms of a preliminary agreement announced Oct. 1 by Simmons-Scarborough, Arbitron radio-audience data could have been purchased by papers subscribing to the syndicated research for an additional $3,000 in the top-10 markets, with a sliding price scale for papers in smaller markets.

Arbitron radio and television data are available to newspapers, and vice-versa, but at a cost considered prohibitive.

Competing media are charged the rate paid by the most expensive participating station or paper.

Television stations can pay as much as "half a million" for audience ratings "in the largest cities like New York, Chicago or Los Angeles," Peter R. Megroz, Arbitron vice president, TV sales and marketing, said when the idea of making TV data available to newspapers was raised last year.

In the top 10 markets, Megroz said, the "typical rate would be around $100,000 a year" [**presstime**, Dec. 1983, p. 37]. For radio, "the range would be up to $300,000," said Rhody A. Bosley, Arbitron vice president, radio sales and marketing.

For the Newspaper Ratings Study, concentrated in the top 50 markets, participating papers pay an average of $20,000, with the top price about $40,000 said S-SSRA President John Polich.

Both Barz and Bosley agree that the stumbling block in the latest effort was the radio stations.

They were "up in arms," said Bosley, because preliminary agreements worked out between Barz and his predecessor at Arbitron, William P. Livek, would have made quarterly reports of radio ratings available to newspapers in exchange for the two-year shelf life of syndicated newspaper studies.

"The availability of frequent data upset the radio stations," said Barz. "We explored compromises," he said, "but there wasn't any compromise that would be satisfactory."

Such an agreement had been under discussion for more than a year, as Simmons Market Research Bureau and Scarborough Research Corp., then conducting separate syndicated research studies, each attempted to establish an exclusive link with Arbitron.

Although the two firms still operate independently for other work, they formed a separate company—Simmons-Scarborough Syndicated Research Associates—to handle syndicated newspaper research [**presstime**, June 1984, p. 47].

—Marcia Ruth

SAU symbol, design granted trademarks

ANPA Sept. 18 received federal trademark registration for SAU®, representing the Standard Advertising Unit system, and the SAU design, a rectangular box enclosing the stylized letters SAU with arrows in the top right and bottom left corners.

The ANPA Legal Department advises that in published references, the letters SAU should be capitalized, the registered trademark symbol ® should be used and mention should be made that SAU and the SAU design are registered trademarks of ANPA [**presstime**, April 1984, p. 55]. ☐

Advo disclaims rights to 'TMC' in settlement

Advo-System Inc. has agreed to give up its trademark on the term "TMC," which many newspapers use as shorthand for their total-market-coverage programs. The action came in settlement of a case ANPA filed with the U.S. Patent and Trademark Office protesting Advo's exclusive rights to the term.

As part of the settlement, Advo also agreed to drop its application for trademark registration of the phrase "total market coverage." In return, ANPA agreed not to oppose Advo's request for a trademark on the term "marriage mail." That application already has been denied by a Patent and Trademark Office hearing examiner, but Advo appealed the decision.

The Hartford, Conn.-based direct-mail firm held a trademark on TMC since February 1978 for a total-market-coverage service it offered to newspapers. Advo had objected to newspapers' frequent use of the term. It had complained in trade advertisements and letters to individual newspapers.

ANPA in May 1983 filed a petition asking the Patent and Trademark Office to rescind the trademark because the term TMC was used generically by newspapers long before Advertising Distributors of Washington Inc.—now owned by Advo—received exclusive rights to its use [**presstime**, Jan. 1984, p. 41].

The case grew into a forum in which Advo sharply attacked ANPA. Advo said in its official response to the Association's petition that ANPA is "guilty of unclean hands" by engaging in "a campaign of unauthorized use (of TMC) to create in the public record" the appearance that the letters TMC had become a general industry term.

ANPA Counsel Claudia James said the settlement means newspapers "can continue to use the term TMC freely, as they have always done, without fear of harassment or lawsuit from Advo."

She said there is no requirement that ANPA or newspapers must refrain from using the term "marriage mail." Still, James said she would advise newspapers to be "cautious in any use of 'marriage mail.'"

James said some newspapers already have gotten letters from Advo objecting to their use of the term. ☐

Telemarketing can be an efficient sales tool

BY CRAIG C. STANDEN

One of the fastest-growing trends in the newspaper business is telemarketing, the use of the telephone to improve productivity in advertising sales.

Most newspapers have used telephone salespeople to sell subscriptions and classified advertising for many years, but widespread use of telephone selling in retail, co-op and national advertising is less than a decade old.

Telemarketing involves a good deal more than merely substituting a telephone call for an in-person sales call.

It uses the telephone, on a systematic basis, for a wide variety of selling and marketing tasks. They include: qualifying prospects, scheduling and following up on in-person calls, servicing contract advertisers, selling space in zoned editions and special sections to infrequent advertisers and non-advertisers, backing up outside salespeople during vacations and illnesses, serving as an "ombudsman" for advertisers with problems, and making market surveys of both consumers and advertisers.

A well-organized telemarketing program produces a significant volume of sales at a fraction of the cost of in-person sales calls. It also allows your outside advertising sales force to devote more time to the high-skill jobs you pay them for, such as working with key advertisers, handling problem accounts and face-to-face selling of important new-business prospects.

The bureau has been involved in telemarketing since 1974, when our first telephone training program for newspaper personnel was published. Today, we offer 10 different telemarketing training programs, workshops and seminars for NAB-member newspapers.

One is brand new: the Total Telemarketing Training Workshop. Developed by Marie Holland, our vice president for telemarketing and one of the nation's leading experts on telemarketing and phone-room management, it's a one-day workshop designed to make newspapers' telemarketing programs work more smoothly, more efficiently and more profitably.

It does this by (1) improving, broadening and updating the skills of your experienced telemarketing and telephone sales supervisors and trainers; (2) showing new managers, supervisors and trainers how to run a telemarketing operation; and (3) demonstrating how telemarketing can be put to work smoothly in new departments within a newspaper's existing sales organization (e.g., retail, national and co-op).

"This is the most comprehensive telemarketing program we've ever put together," says Holland. "It's the first program ever to cover all the aspects of telephone selling used by newspapers. It will give telemarketing managers and supervisors all the tools they need to make telemarketing truly effective."

The workshop will be conducted on a regional basis in a number of cities in all parts of the United States and Canada. The first locations will be announced shortly.

If your newspaper has a telemarketing operation and wants to improve it or expand it to new departments, or if you are thinking about starting a telemarketing operation in the advertising sales area, you may want to send one or more of your supervisors to the workshop in your area.

For more information, or to get your reservation in early, call Marie Holland at (212) 704-4513. ☐

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Classified advertisers' planbook available

A new 'planbook' especially designed for use by classified advertisers has been published by the Newspaper Advertising Bureau.

The book includes daily planning worksheets covering November 1984 through January 1986.

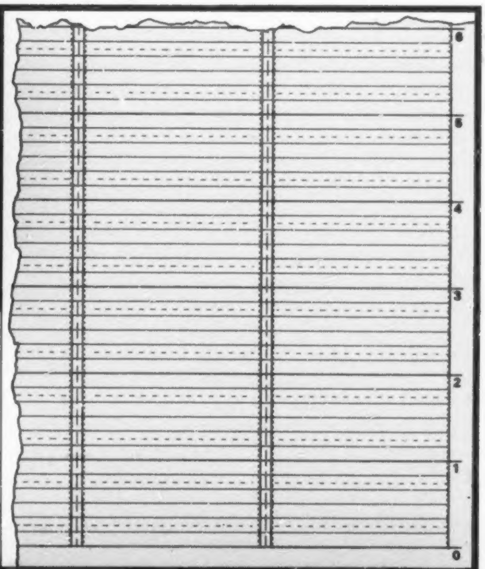
Eric Anderson, the bureau's vice president for classified advertising, said the 56-page book represents a "cooperative effort by a number of newspaper classified executives."

NAB-member newspapers can buy the book for $3.75 a copy. For more information, contact NAB, 1180 Avenue of the Americas, New York, N.Y. 10036. ☐

NEW!
Standard
Ad Unit
GRID SHEETS

MPS has the new 13" SAU* grid sheets in stock for immediate delivery. Now available are broadsheet grids for 6 columns, for 6 and 8 columns and for 6 and 9 columns. A matching 5 column tabloid sheet is also ruled with the new SAU* column sizes. In addition 5 sizes are in stock for make-up of ads less than full-page sizes.

Free samples are available. Call Dick Morton at 1-800-621-1507 to discuss your SAU* grid sheet requirements.
SAU is a registered trademark of ANPA



MPS MIDWEST PUBLISHERS SUPPLY COMPANY
4640 N. Olcott Avenue, Chicago, IL 60656, (312) 867-4646

Court lifts injunction against ITU merger efforts

A federal district court judge in San Francisco has dissolved an injunction that since May 1 had prohibited the International Typographical Union from taking any action on merger with another union.

The Oct. 8 action by Judge Thelton E. Henderson cleared the way for the ITU to seek a merger agreement with the Graphic Communications International Union as urged by the ITU's recent convention in Atlantic City [presstime, Oct. 1984, p. 52].

ITU President Robert S. McMichen and GCIU President Kenneth J. Brown have already held what an ITU spokesman described as a "preliminary meeting." Neither McMichen nor Brown was available to comment on that meeting.

If an agreement is not reached with the GCIU or another AFL-CIO affiliated union by Jan. 6, then, according to an agreement reached at the Atlantic City convention, the ITU membership will vote on a proposal for affiliation with the International Brotherhood of Teamsters.

At its five-day convention that started Sept. 17, three days after the ITU convention ended, the GCIU focused on the merger of unions within the printing and publishing industry. Charles A. Perlik Jr., president of The Newspaper Guild, told the convention in Miami Beach that his union is maintaining "complete flexibility" on the merger issue. "If that means participating in merger negotiations," he said, "we are prepared for that. If it means once again waiting in the wings while offering what assistance we can, we are ready for that, too."

Meanwhile, there was a flurry of other developments involving the ITU:

- Twelve of the union's 24 international representatives and three staff members—one at the union's Ottawa office and two at the Colorado Springs headquarters—were fired by the five-man executive council. All received letters from McMichen stating that "because of your past conduct . . . the president and executive council do not have confidence that you will carry out the directives of the president and support the policies of the executive council." Most of those discharged are known to be supporters of a merger with the Teamsters.

A spokesman at ITU headquarters said there were no plans "at present" to replace those discharged.

ITU officials (from left) President McMichen and vice presidents Allan J. Heritage, Billy J. Austin and William J. Boarman listen to ITU convention discussion.

- The International Federation of Staff and Office Employees Union No. 2, the bargaining representative of the fired staffers, subsequently filed protests with the ITU under the grievance procedure of its labor agreement.
- The president of the employees' local No. 2, Thomas J. McGrath, who was one of the fired international representatives, filed charges against the ITU with the National Labor Relations Board.
- The union's Canadian office, which was closed after McMichen took office Aug. 27, reopened Oct. 5 under the direction of David L. Brown, president of Ottawa Typographical Union No. 102.
- Representatives of 67 ITU locals, primarily mailers who favor a merger with the Teamsters, met in Chicago Sept. 29-30 to form the "ITU Coalition for Merger."

—Clark Newsom

NLRB elections

Boston Globe, IBEW: Technicians in the Technical Service Group voted 6-3 in favor of representation by Local 103 of the International Brotherhood of Electrical Workers.

(NLRB Case No. 1-RC-18125)

Birmingham Post-Herald and News, GCIU: Truck drivers, helpers, paper handlers and building service employees voted 7-3 in favor of continued representation by Local 569 of the Graphic Communications International Union.

(NLRB Case No. 10-RD-899)

Cocoa (Fla.) Today, IBT: Truck drivers and mailroom employees voted 34-14 in favor of representation by Local 385 of the International Brotherhood of Teamsters.

(NLRB Case No. 12-RC-6521)

Glens Falls (N.Y.) Post-Star, TNG: Editorial, commercial and part-time mailroom employees voted 44-11 in favor of representation by Local 34 of The Newspaper Guild.

(NLRB Case No. 3-RC-8578)

Newsday, Long Island, N.Y., GCIU: Research department employees voted 6-4 against representation by Local 406 of the GCIU.

(NLRB Case No. 29-RC-6210)

Watsonville (Calif.) Register-Pajaronian, GCIU: Editorial employees voted 14-6 against representation by Local 777 of the GCIU.

(NLRB Case No. 32-RC-1996)

NLRB rules against Guild on resignations from union

A provision in The Newspaper Guild's constitution that prohibits resignation from the union during a strike "or at a time when a strike or lockout appears imminent" is unlawful, according to a recent decision of the National Labor Relations Board.

The case stemmed from a 1978 strike by the union against the New York Daily News. The board's decision came nearly four years after an administrative law judge's ruling that the union violated the Taft-Hartley Act when its representatives threatened members employed by the News with fines and loss of benefits if they resigned from the union [**presstime**, March 1981, p. 45].

The board affirmed the judge's ruling and also held that the union violated the act by fining two members who had resigned and crossed picket lines to work during the strike. The judge had declined to rule on the legality of the resignation-ban provision in the Guild constitution.

The board said its recent decision in a case involving the International Association of Machinists and Aerospace Workers "is controlling here." In that case, which is being appealed to a federal court, the board ruled that a union may not restrict a member's right to resign [**presstime**, Sept. 1984, p. 48].

In the newspaper case, the board ordered the Guild to remove the unlawful resignation provision from its constitution.

"We will not comply with the board's order," said David S. Barr, an attorney for the Guild, "because a similar case is under review in the U.S. Supreme Court, and the issue will be definitively decided by that court." The NLRB will seek enforcement of its order by a U.S. Court of Appeals.

In another recent case, this one involving the New Haven (Conn.) Register and Journal-Courier, the board ordered the International Typographical Union to remove from its bylaws a provision that members must have the consent of the local union to resign [**presstime**, Aug. 1984, p. 49].

(Newspaper Guild of New York, Local 3, and New York News Inc., 271 NLRB No. 192) ☐

Board decisions in Greensboro uphold newspaper, union

The company and the union were each upheld once in two recent NLRB decisions involving the Greensboro (N.C.) News & Record and a local of the Graphic Communications International Union.

In the first ruling, the board overturned an administrative law judge's finding that the newspaper violated the Taft-Hartley Act by transferring Shirley Shatto from the advertising copy desk to the outside job of advertising department dispatcher to discourage her union-organizing activities [**presstime**, Jan. 1983, p. 37].

No back pay was involved in the case, and Shatto resigned from the company prior to the board's decision.

The other decision affirmed another judge's finding that the company unlawfully discharged pressman James L. Roberts [**presstime**, March 1984, p. 47]. The board agreed with the judge that Roberts, the local union's president, had been fired because of his union activity. It ordered the newspaper to reinstate him with back pay.

The company said it would comply with the board's order.

(Greensboro News Co. and Greensboro Printing and Graphic Communications Union, Local 319, Cases 271 NLRB No. 98 and 272 NLRB No. 28) ☐

Canadian daily publishing again after long shutdown

The Sudbury (Ontario) Star resumed publication Oct. 15 after a nearly eight-month shutdown.

The daily suspended publication Feb. 22 in a labor dispute involving new agreements with three unions. Locals of The Newspaper Guild, the International Typographical Union and the Graphic Communications International Union claimed their members were "locked out," but the company said the workers' interference with production by holding contract "study sessions" on the job was a strike under the province's labor laws [**presstime**, April 1984, p. 62].

Members of the unions ratified new agreements Oct. 11 that provide across-the-board wage increases of 5, 6 and 5 percent over three years retroactive to July 1, 1983. ☐

NLRB general counsel finally seated

President Reagan has given Rosemary M. Collyer a recess appointment as general counsel to the NLRB, replacing William A. Lubbers.

Collyer, 38, had been serving as chairman of the federal Mine Safety and Health Review Commission, which resolves disputes under the federal mine-safety laws. She was nominated last April, but Senate Democrats blocked her confirmation after the AFL-CIO opposed it [**presstime**, Sept. 1984, p. 45].

The recess appointment will run until the end of the next session of Congress, in December 1985. ☐

Recent contract settlements

Houston Post, GCIU: Two-year agreement covering photoengravers; retroactive to Jan. 1, 1984.

Indianapolis Star and News, GCIU: Four-year agreement covering photoengravers; retroactive to March 21, 1984.

Indianapolis Star and News, ITU: Four-year agreement covering mailroom employees; retroactive to Nov. 27, 1983.

Memphis Commercial Appeal, GCIU: Two-year agreement covering pressmen; retroactive to Feb. 1, 1984.

San Antonio Light, Guild: Two-year agreement covering editorial and commercial employees; retroactive to March 19, 1984.

San Antonio Light, ITU: Five-year agreement covering composing room employees; retroactive to Feb. 29, 1984.

San Diego Union and Tribune, ITU: Four-year agreement covering mailroom employees; retroactive to Aug. 2, 1984.

(Details in October and November 1984 ANPA Labor & Personnel Relations Letters.)

Health issues addressed at symposium

Ten experts addressed current health and safety issues at ANPA's 1984 Health and Safety Symposium Oct. 11-12 in Chicago.

In a review of the federal Occupational Safety and Health Administration's Hazard Communication Standard, often referred to as the "right-to-know" standard, George Cashau, ANPA director/technical research, said that the question to be answered is: "What responsibility do I as an employer have to my employees?"

In addition to being prepared to handle a communications program on work hazards, Cashau said, newspapers should protect employees through training, personal protective equipment and an industrial-hygiene survey.

He reminded the 71 symposium attendees that by Nov. 25, 1985, chemical manufacturers must supply data sheets on hazardous materials, mixtures and chemicals to buyers and must also label all containers with 1 percent or more of a hazardous substance and one-tenth of 1 percent of a carcinogen [presstime, Dec. 1983, p. 20].

Employers must comply with all parts of the standard by May 25, 1986.

Cashau suggested that newspapers begin making plans and taking action sooner than that date.

In another discussion, "Assessment of Alleged Hazards," Dr. John Peters of the University of Southern California detailed methods for determining whether there is a cancer risk in a working population. Although acknowledging that such assessment causes management concern, the director of USC's Division of Occupation Health said it is better for a business to learn if problems exist or to learn that there are no problems regarding cancer in a particular industry.

"Respiratory disease is the major cause of ill health and disability in this country and currently ranks fifth as a cause of death," Dr. Henry Glindmeyer, associate professor of medicine and bio-medical engineering at Tulane University, also told attendees.

Glindmeyer discussed use of a spirometer to measure lung capacity in respiratory health surveillance.

Among other program topics were workers' compensation, federal and state government activities involving issues such as VDTs, the "superfund" created by the federal government to assist in cleaning up toxic and hazardous waste sites, and reviews of health-care cost and containment. ☐

Jerry Tomaselli, Chicago Tribune

Dr. Howard R. Brown, medical director of The New York Times, answers question as Marvin G. Kanne (left), industrial relations director of the St. Louis Post-Dispatch, listens.

Occupational outlook offered

Employment of reporters and correspondents is expected to grow about as fast as the average for all occupations through the mid-1990s, according to the U.S. Department of Labor's recently released 1984-85 edition of the *Occupational Outlook Handbook*.

The department said the growth will come about primarily because of an anticipated increase in the number of small-town and suburban daily and weekly newspapers.

"For the most part," the government report said, "little or no increase is expected in the number of big city dailies."

On the other hand, as reflected in the decline in membership of the International Typographical Union [presstime, Oct. 1984, p. 52], the government expects employment of compositors and typesetters to decline through the mid-1990s. Compositors and typesetters held about 104,000 jobs in 1982, nearly 40 percent of them in newspaper plants, according to the report.

Also in the production area, employment of press operators is expected to grow more slowly than the average for all occupations. Productivity improvements centering around faster and more efficient web-offset presses will permit the rapidly growing demand for printed materials to be met with only a modest rise in the number of press operators, the report said.

"The dominant trend in major industry sectors such as newspapers is for employment of production workers to grow much more slowly than that of administrative, managerial, sales and other non-production workers," the report noted. ☐

Hikes average 5%

Wage increases for 1984 and 1985 in U.S. newspaper labor agreements are averaging 5.0 and 5.2 percent, respectively, according to a study of 221 settlements received by the ANPA Human Resources Department during the first seven months of this year.

The agreements cover editorial, mechanical and delivery employees.

The average wage increases are listed below:

	1984		1985	
Jurisdiction	**No. of Contracts**	**Average Wage Increase**	**No. of Contracts**	**Average Wage Increase**
Composing Room	61	4.6%	34	5.0%
Pressroom	65	5.0%	46	5.2%
Photoengraving	20	5.3%	14	5.1%
Mailroom	24	5.7%	16	5.5%
Drivers	21	4.9%	15	5.2%
Editorial (based on reporter top scale)	30	5.1%	27	5.3%
Total	221	5.0%	152	5.2%

Scientists study a new way to get mileage from old papers

What can be done with newspapers after people read them?

That's a question that keeps some people up at night. It sends environmentalists to the picket line, spurs recycling petitions, gives local politicians an issue and publishers a headache.

But for scientists, it is food for thought and fuel for cars.

While technological advances come and go, some do so more than once. Such is the case with two Florida Institute of Technology researchers who are, in a manner, recycling an old technology to make it possible for cars to run on used newspapers.

Drs. John J. Thomas and Ronald G. Barile are experimenting with a process in which newspapers and other materials containing cellulose are used as the basis for making fuel. The scientists had a pilot production plant constructed in Melbourne, Fla. It produces an oxygenated hydrocarbon that can be used in place of gasoline in internal-combustion engines.

The process involves subjecting cellulose to steam and hydrochloric or sulphuric acid to produce levulinic acid. The latter is then converted into methyl tetrahydrofuran, a fuel that will burn inside the engine of a traditional motor vehicle.

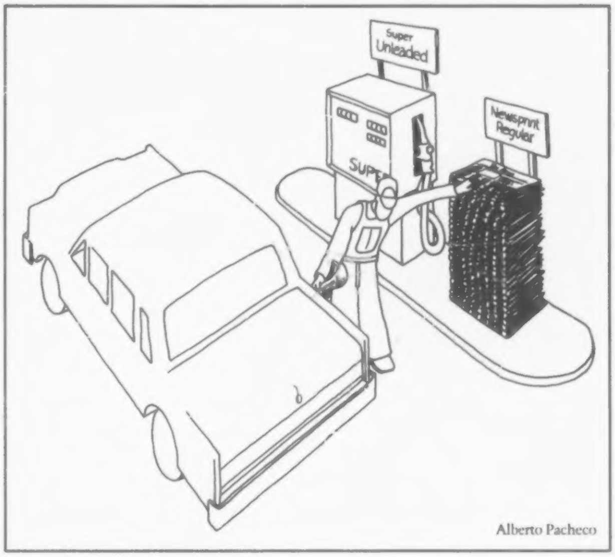
"Most [scientists] are converting cellulose into ethanol," Thomas says, adding that ethanol can only be used in tandem with gasoline to produce what is known as gasohol. "I think what we're trying to do is compete with ethanol."

The technology the scientists are using was developed in the early 19th century. Although some researchers tested the process during the 1920s and '30s, Thomas says, the projects were abandoned because of the availability of cheap petroleum-derived fuels. Since the jump in crude-oil prices in the early 1970s, the process has regained economic credibility.

"We want an economical process," Thomas emphasizes. "We want a fuel that can be used in present-day engines."

On both counts, the scientists have achieved a degree of success. The pilot plant is producing the fuel, about 2 to 10 gallons per week, at an estimated cost ranging from $1-2 per gallon. While $2 a gallon is not competitive with gasoline at the present time, it is far less than the approximately $10-per-gallon commercial cost of tetrahydrofuran, a nearly identical compound. Additionally, the scientists believe that, on a mass-produced basis, the price per gallon could drop below $1.

In tests to date, the fuel achieved a 26-percent increase in mileage compared with conventional unleaded gasoline. Because the fuel is an oxygenated hydrocarbon, it burns more cleanly than gasoline and lacks the corrosive effect that ethanol has on engines. Preliminary tests indicate that the fuel is not plagued with carbon monoxide and hydrocarbon emission problems and does not need additives to perform satisfactorily.



Alberto Pacheco

The scientists are currently seeking grants and funding to increase the size and scope of their project.

Even if the alternative fuel project were to stall, Thomas says, the chemicals produced by the process can be used for other products. For instance, levulinic acid, a transitional chemical derived during the Thomas-Barile process, is used to make plastics, resins, solvents, flavors, solder flux and other materials; tetrahydrofuran, which is derived from levulinic acid, is a solvent for many substances, among them printing ink.

Certainly one of the biggest things the project has going for it is the availability of "raw" materials.

"Nobody is eating newspapers these days," says Floridian Thomas. "We don't have to use materials that compete with food supplies."

Well, not exactly. Up in the Snow Belt, some Canadian scientists have seized on the cellulose content of newsprint to produce chicken feed [presstime, June 1984, p. 24].

—Paul Kruglinski

Strikes continue at two newsprint mills

Strikes continued at two North American newsprint mills in October.

The La Baie, Quebec, mill of Consolidated-Bathurst Inc. remained closed by members of the Confederation of National Trade Unions. They walked off their jobs July 27. But in the United States, the Port Angeles, Wash., mill of Crown Zellerbach Corp. is being operated by non-union personnel despite a strike by the Association of Western Pulp & Paper Workers that began Aug. 28.

Also on the labor front, members of the Canadian Paperworkers Union ratified a three-year contract at CIP Inc.'s Dalhousie, New Brunswick, mill. It provides for a wage freeze for the first 18 months and pay hikes equaling 11 percent over the last half of the contract.

Members of the same union also ratified a three-year contract at Great Lakes Forest Product Ltd.'s Thunder Bay, Ontario, mill. The contract was based on an agreement the CPU reached earlier with Abitibi-Price Inc. It calls for wage increases of 2.5 percent in the first year, 4 percent in the second and 5 percent in the third. ☐

Consumption climbs again in August; eighth straight month

For the eighth consecutive month, newsprint consumption by all U.S. users and by U.S. daily newspapers increased in August compared with 1983 levels.

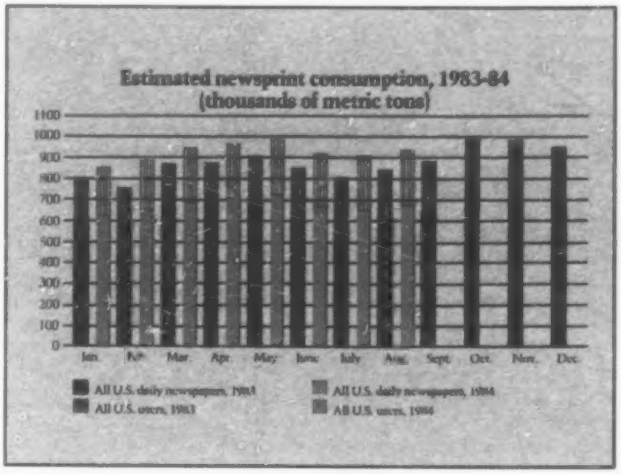
The estimated consumption in August by all U.S. users was up 10.7 percent from August 1983. During the first eight months of this year, consumption by all users was 9.4-percent higher than that during the same period last year.

Consumption by U.S. daily newspapers rose 7.6 percent in August and 5.9 percent during the eight-month period.

At the end of August, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 48 days, versus 46 days in August 1983. Stocks of North American mills were down 23.6 percent from year-earlier levels.

The August operating rate for Canadian mills was 94 percent, and for U.S. mills, it was 91.4 percent.

Shipments from Canadian mills for the first eight months of the year were 9.2 percent higher than those for the same period in 1983. Canadian shipments to the United States increased 12.9 percent, shipments within Canada were up 12.2 percent and exports overseas decreased 7.6 percent. Domestic shipments from U.S. mills were up 11.5 percent.


Estimated newsprint consumption, 1983-84
(thousands of metric tons)

Estimated consumption of all U.S. users

	1984	1983	% Change
June totals	916,000	858,000	+6.8(r)
July totals	908,000(r)	816,000	+11.3(r)
August totals	938,000(p)	847,000	+10.7(p)
Eight-month totals	7,399,000(p)	6,764,000	+9.4(p)

Estimated consumption of all U.S. daily newspapers[1]

Region	July 1984	July 1983	% Change
Northeast	153,974	146,245	+5.3
North Central	137,989	130,141	+6.0
South	211,760	197,020	+7.5
West	156,069	136,011	+14.7
Circulation size			
up to 25,000	45,863	46,653	-1.7
25,001-100,000	115,036	111,148	+3.5
Over 100,000	498,893	451,616	+10.5
July totals	659,792(r)	609,417	+8.3(r)
Seven-month totals	4,720,766(r)	4,470,021	+5.6
Region	**August 1984**	**August 1983**	**% Change**
Northeast	160,244	153,486	+4.4
North Central	143,659	137,718	+4.3
South	218,940	201,676	+8.6
West	158,386	140,177	+13.0
Circulation size			
up to 25,000	47,172	49,768	-5.2
25,001-100,000	123,070	115,018	+7.0
Over 100,000	510,987	466,271	+9.1
August totals	681,229(p)	633,057	+7.6(p)
Eight-month totals	5,401,995(p)	5,103,078	+5.9(p)

Production

	Canada	U.S.A.	North America
August 1984	775,291	426,098	1,201,389
August 1983	725,731	418,441	1,144,172
Increase	+49,560	+7,657	+57,217
	+6.8%	+1.8%	+5%
Eight months 1984	5,973,807	3,377,759	9,351,556
Eight months 1983	5,581,081	3,117,916	8,698,997
Increase	+392,726	+259,843	+652,559
	+7.0%	+8.3%	+7.5%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
June 1984	872,610	40	8
June 1983	808,475	42	7
July 1984	954,805	43	8(r)
July 1983	825,638	42	6
August 1984	963,950	41(p)	7(p)
August 1983	848,560	40	6
Canadian mills			
August 1984	324,388	--	--
August 1983	387,847	--	--
U.S. mills			
August 1984	60,910	--	--
August 1983	116,926	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
August 1984	548,737	79,296	123,770	751,803
August 1983	492,019	82,416	121,894	696,329
Eight months 1984	4,367,768	700,487	883,647	5,951,902
Eight months 1983	3,868,631	624,312	956,591	5,449,534
Increase or	+499,137	+76,175	-72,944	+502,368
decrease	+12.9%	+12.2%	-7.6%	+9.2%
From U.S. mills				
August 1984	396,935	—	19,999	416,934
August 1983	399,090	—	18,568	417,658
Eight months 1984	3,243,281	—	174,274	3,417,555
Eight months 1983	2,906,493	—	178,906	3,087,399
Increase or	+334,788	—	-4,632	+330,156
decrease	+11.5%	—	-2.6%	+10.7%
From North American mills				
August 1984	945,672	79,296	143,769	1,168,737
August 1983	891,109	82,416	140,462	1,113,987
Eight months 1984	7,611,049	700,487	1,057,921	9,369,457
Eight months 1983	6,777,124	624,312	1,135,497	8,536,933
Increase or	+833,925	+76,175	-77,576	+832,524
decrease	+12.3%	+12.2%	-6.8%	+9.8%

[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample
(r) = revised (p) = preliminary

Firms postpone price increase after protests from publishers

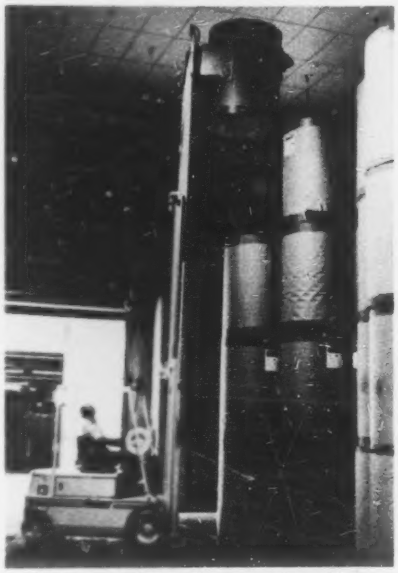
After telling customers they would increase newsprint prices for the second time in six months and drawing the wrath of newspaper publishers, two Eastern Canadian producers postponed the hike.

Abitibi-Price Inc., the world's largest producer of newsprint, originally said that on Jan. 1 it would raise the price for U.S. customers 6.5 percent—from $535 to $570 per metric ton—and for Canadian customers 8.5 percent—from $585 to $635 (Canadian). Reed Inc. followed suit.

But a few days later, hearing the protests of newsprint users, Abitibi and Reed said they would delay the increase until April 1. Rothesay Paper Ltd. also reportedly notified customers of a price increase but later rescinded that warning.

"It was just an ill-timed price increase," Homer E. Taylor, president and general manager of Scripps-Howard Supply Co., said of the overall situation.

According to Taylor, a member of the ANPA Newsprint and Transportation Committee, major customers "felt the market was too soft and the timing was too soon" after the last increase by Eastern producers—July 1. At that time, prices went up 7 percent for U.S. customers and 8.3 percent for Canadian customers [**presstime**, May, 1984, p. 68].


St. Petersburg Times

U.S. newsprint stocks currently are high.

Whether the new date of April 1 will stick will depend on how the market is perceived during the remainder of this year and early next year, he said. "Right now it appears to be very loose."

U.S. publishers' stocks are abundant. At the end of August, they averaged 48 days' supply, compared with 46 days a year earlier. ☐

Demand reaches 10.5 million tons

Newsprint demand in the United States, including consumption and inventories, increased from 9.9 million metric tons in 1982 to 10.5 million tons last year, according to "Newsprint Data," an annual survey published by the Canadian Pulp and Paper Association.

Japan, at 2.7 million metric tons, had the second largest demand figures, the survey showed.

Scandinavia led the world in 1983 growth in newsprint capacity, with an increase of 305,000 metric tons. The United States was second, increasing by 80,000 tons, followed by Canada at 35,000 tons.

Canada was first in production with 8.5 million metric tons. The United States was second at 4.7 million and Japan third at 2.6 million.

Other facts cited in the report:

- World newsprint demand reached 25.2 million metric tons, an increase of 3.7 percent over 1982. World demand was 82 percent of capacity compared with 80 percent in 1982.
- World newsprint capacity reached 30.8 million metric tons. Revised figures for 1982 show that world capacity was 30.2 million metric tons.

A limited number of copies of the report are available from the ANPA Newsprint and Transportation Department at The Newspaper Center. ☐

New pulp mill studied

Consolidated-Bathurst Inc. and Societe Generale de Financement du Quebec, a provincial government agency, said they will study the feasibility of building a pulp mill at Matane, Quebec. A Consolidated-Bathurst spokeswoman said construction of a pulp mill at the site would preclude a previously considered newsprint project there [**presstime**, April 1983, p. 42]. ☐

Transportation

ICC asks Supreme Court to review order against boxcar deregulation

The Interstate Commerce Commission Oct. 4 asked the U.S. Supreme Court to review a lower court's decision that vacated partially the ICC's deregulation of boxcar traffic.

The lower court's decision is now further delayed until the Supreme Court acts on the petition for review. That action probably will not come until near the end of this year.

If the court grants the ICC's request that it hear the case, the lower court's decision will be further delayed.

Meantime, deregulation of boxcar traffic that became effective Jan. 1 remains intact [**presstime**, Oct. 1984, p. 60]. ☐

Canada rails seek protection from loss of revenue

Canada's two major railroads—CP Rail, a Canadian Pacific Ltd. unit, and government-owned Canadian National Railways—are seeking legislation to counter the negative effect on their revenues arising from the four-year deregulation of the U.S. rail industry.

The legislation would permit Canadian railroads to contract privately with shippers for traffic. Confidential contracts between shippers and carriers in the United States are allowed under the Staggers Rail Act of 1980.

Canadian railroads were partially deregulated 15 years ago, but to a much lesser degree than that recently implemented in the United States. ☐

Conrail profit up 64%

Consolidated Rail Corp. said its third-quarter operating profit rose 64 percent from the same period the previous year to $140.8 million. Revenue increased 11 percent to $843.7 million.

Conrail's improving financial picture has become an issue in efforts to sell the government-owned railroad. Some officials question whether three competing bids of about $1.2 billion each are adequate in light of Conrail's growing cash reserves [**presstime**, Oct. 1984, p. 60].

However, others have said the government cannot expect better offers. They say Conrail, already helped by labor wage concessions, may be a less attractive buy if the economy slips into a recession. ☐

Texas lifts top exemption on subscription sales

Even before Texas' newly reimposed sales tax on newspaper subscription and single-copy sales took effect Oct. 2, the state's comptroller predicted it would be an "administrative nightmare."

Comptroller Bob Bullock told The Houston Post he will recommend the tax be repealed because it will be impossible to enforce compliance by the tens of thousands of independent Texas newspaper carriers, many of them children. "Sure, I can take my auditors and divert their attention to auditing 8- or 9-year-olds, or I can take that time and audit some of the Fortune 500," the Post quoted Bullock as saying.

The Texas Legislature removed the existing seven-year-old tax exemption for newspaper sales in the closing hours of a special session in July after an attempt to tax advertising failed [**presstime**, Aug. 1984, p. 62]. The exemption had been adopted in 1977 on Bullock's recommendation.

"We are optimistic" that newspapers' former exemption will be reinstituted when the Legislature convenes in January, said Glen M. Castlebury, associate deputy comptroller for communications.

In the meantime, the new tax law has taken effect, and the state's approximately 600 newspapers and 20,000 to 30,000 independent carriers are attempting to comply with it.

According to Castlebury, one thing helping somewhat in the administration of the tax is that in the case of several dailies, the tax responsibility will fall upon distributors rather than carriers. This is possible, he said, under a provision in the state's sales tax law allowing the comptroller to go "back one step" if it is administratively impossible to reach the "ultimate retail outlet" for the tax. This is what is done with street-corner flower vendors and the roving catering trucks that service construction sites, said Castlebury, and it will be done with newspaper distributors "wherever possible."

The comptroller cannot step back further and require manufacturers to handle the tax, in this case the newspapers themselves.

Even so, some papers have indicated that they will voluntarily assume responsibility for the tax on behalf of their independent carriers, said Castlebury. There are several reasons newspapers have elected to do so, he said. Those with strong direct-pay systems are handling the tax because they already take care of much of the collections.

Others are doing it because they fear the burdens of collecting and remitting the tax will "tear up" the carrier system with high turnover. ☐

Members of the China Typographical Technology and Trade Study Mission to the United States visited The Newspaper Center Sept. 25 for a presentation on U.S. printing technology. Greeting the group was ANPA Senior Vice President Thomas C. Fichter (left).

Pact reached on dispute over free weekly

An agreement of sorts has been reached in a dispute over a free weekly newspaper established in northern Manitoba by a government grant.

Grant O. Wright, publisher of the Thompson Citizen, and five other publishers protested the grant of $90,000 to start The Northern Times [**presstime**, Aug. 1984, p. 60].

Under the agreement with the federal Employment and Immigration Commission, The Northern Times, which is now distributed in 25 northern communities, will continue to be a free newspaper in 19 of those communities but will sell subscriptions for $24 a year in Thompson and in the five other communities that have their own local papers. In addition, The Northern Times agreed not to solicit advertising except in Thompson, according to Editor John Boivin.

The Citizen's Grant said he is "still not satisfied" and is continuing to protest.

Brian R. Hill, regional director of the federal employment program, said he has closed his file on the dispute. ☐

Newspaper executive's brake line cut after negotiations

Police are investigating an automobile tampering incident in which the controller of the Winnipeg (Manitoba) Free Press found his car had no brakes as he drove from his parking place on the fifth level of a hotel building after taking part in new contract negotiations Oct. 10 with two unions at the paper.

Controller H.R. (Rudy) Redekop said he saw a message written in lipstick on the driver's side window that said: "Next time no warning, you will have no brakes. Sign the contract." Redekop said he "thought it was a prank"—that the message was the "warning." However, it was found that the brake line of his car actually had been cut. He managed to get the car stopped without incident.

Redekop said police took finger and palm prints from the vehicle.

Members of the two locals of the International Typographical Union ratified new labor agreements with the Free Press Oct. 21. ☐

Newspapers remove asbestos

The Los Angeles Times has embarked on a three-phase voluntary program to remove asbestos-containing material from its buildings.

The program began last April when insulating material was removed from around boilers, pipes and structural columns in the newspaper's power plant, fan rooms and paper storage areas. It was replaced with insulation that does not contain asbestos.

A similar voluntary cleanup was conducted recently at The Courier-Journal and The Louisville Times [presstime, March 1984, p. 17].

The newspaper buildings involved in the projects at both Los Angeles and Louisville date back at least 30 years when asbestos was commonly used as a pipe insulating material.

At the Los Angeles Times, the hazard posed by the asbestos-containing material was more potential than immediate, according to Michael G. Manfro, the newspaper's safety and environmental affairs manager.

"Asbestos is not something that is going to come down and get you. It has to be disturbed," he said.

The areas targeted for attention first were those in which workers could be exposed to asbestos fibers if the material was damaged or disturbed and the fibers released into the air. The material involved contained between 10 and 20 percent asbestos, according to Manfro.

The Occupational Safety and Health Administration's standard limits worker exposure to two asbestos fibers (longer than five micrometers) per cubic centimeter of air, averaged over an eight-hour period. It has proposed lowering the two-fiber limit of 0.5 or 0.2 of a fiber. OSHA also limits exposure at any time to no more than 10 fibers per cubic centimeter of air.

The removal work was done by an outside firm experienced in asbestos removal. To minimize disruption and danger to newspaper employees, the areas in which removal was taking place were sealed off, asbestos dust warning signs were posted, and the work was done primarily at night and on weekends, Manfro said.

In the second phase of the program, the asbestos experts trained Times maintenance personnel in ways to make minor repairs safely in areas where they could come in contact with asbestos-containing material.

The third--and ongoing—phase of the program involves additional removal of asbestos-containing material during remodeling.

The project began with an inquiry from a maintenance employee, Manfro said.

Preparation included hiring an industrial hygienist to identify potential problem areas and to make recommendations for remedial work. Then three asbestos removal contractors were invited to tour the Times' buildings, make proposals and submit bids on the project.

Manfro stressed the importance of getting well-qualified firms. But, he said, the expertise is costly. He estimated the asbestos removal program has cost the Times about $100,000 to date. ☐

Changes in command

The **National Newspaper Association,** at its annual convention Sept. 26-29 in Reno, elected the following new officers:

- *President*—Eugene D. Johnson, Press Publications, White Bear Lake, Minn.
- *Vice President*—James L. Pate, The Madill (Okla.) Record
- *Treasurer*—Richard A. Nafsinger, Eagle Newspapers Inc., Salem, Ore.

The **Institute of Newspaper Controllers and Finance Officers,** at its annual convention Oct. 14-17 in Vancouver, British Columbia, elected the following new officers:

- *President*—Edward R. DeVoge, Observer Publishing Co., Washington, Pa.
- *First Vice President*—Joseph D. Cantrell, Sentinel Communications Co., Orlando, Fla.
- *Second Vice President*—H. Graham Woodlief, Richmond (Va.) Newspapers Inc.
- *Secretary*—Barry Peckham, The Dallas Morning News
- *Treasurer*—David F. Kicko, Reno Newspapers Inc.

The **Southern Newspaper Publishers Association,** at its annual convention Oct. 14-17 in Boca Raton, Fla., elected the following new officers:

- *President*—Ruth S. Holmberg, The Chattanooga (Tenn.) Times
- *President-elect*—Tom J. Hardin, Alexandria (La.) Daily Town Talk
- *Treasurer*—Cecil B. Highland Jr., The Clarksburg (W.Va.) Exponent and Telegram ☐

N.Y. daily changes name to settle suit

The New York Tribune Oct. 17 changed its name to New York City Tribune as part of settlement of a suit filed by I.H.T. Corp., parent of the International Herald Tribune.

I.H.T. charged the New York Tribune's name and logo infringed on I.H.T. copyrights. New World Communications, the organization affiliated with the Rev. Sun Myung Moon that publishes the daily Tribune, denied the allegations and settled to avoid "an extensive legal battle," a spokesman said.

New York Tribune

New York City Tribune

Last year, before it began publication, the newspaper had to drop "The" from its name as a result of a temporary restraining order obtained by the New York Times.[presstime, May 1983, p. 61].

The former New York Tribune began publication April 4, 1983, replacing the six-year old daily News World.

The New York Times Co., The Washington Post Co. and Whitney Communications own the International Herald Tribune. ☐

Recent acquisitions

The Hearst Corp. of New York City is acquiring from Jefferson-Pilot Corp. of Greensboro, N.C., three daily newspapers: The Beaumont (Texas) Enterprise, circulation 71,465, The Laredo (Texas) Morning Times, circulation 17,685, and the Clearwater (Fla.) Sun, circulation 37,832.

Thomson Newspapers Inc. of Des Plaines, Ill., is acquiring the Altoona (Pa.) Mirror, daily circulation 35,929. ☐

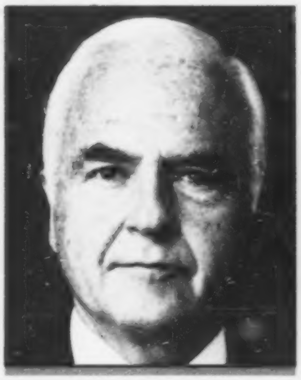
Correction

Michael Massing, contributing editor to the Columbia Journalism Review, was inadvertently omitted from a list of participants in the American Enterprise Institute panel discussion, "Is There a Liberal Media Elite in America?," listed on the speeches page of the October issue of presstime. Presstime regrets the error. ☐

Speeches

William R. Burleigh

John V. R. Bull


Robert Keith Gray

Bernadette Pogozelski

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

Public Affairs Reporting
William R. Burleigh, vice president and general editorial manager, Scripps-Howard Newspapers; and Dan Thomasson, editor, Scripps-Howard News Service. Roy W. Howard Seminar on Public Affairs Reporting, Indiana University, Bloomington, Sept. 10.

Punitive Damages: Can the Press Survive?
John V. R. Bull, assistant to the executive editor, The Philadelphia Inquirer. Newspaper Features Council fall meeting, Chicago, Sept. 19.

Young People and Their Newspaper
Jos T'Seyen, marketing director, Het Belang van Limburg, Hasselt, Belgium. International Newspaper Promotion Association annual European Conference, Venice, Sept. 13.

What the Pentagon Is Doing About Waste and Mismanagement
Secretary of Defense Caspar W. Weinberger. ANPA Government Affairs Committee meeting, Washington, D.C., Sept. 18.

Cellular Technology and the Communications Industry
Stephen Schachman, vice president/external affairs, Bell Atlantic Mobile Systems, Basking Ridge, N.J. ANPA Telecommunications Committee meeting, Washington, D.C., Oct. 3.

The Mandates for Change Are Providing Opportunities for Management and Labor
Roy W. Anderson, ANPA vice president/human resources. International Typographical Union annual convention, Atlantic City, Sept. 11.

Space Planning for the Newspaper Library
Andrea and David Michaels, design consultants, Michaels Associates, Alexandria, Va. Special Libraries Association Newspaper Division annual conference, New York City, June 13.

Vigilance and the Values of a Free Press
Assistant Secretary of State Gregory J. Newell. Before a group of representatives of free-press organizations, Washington, D.C., Sept. 22.

Getting the Story and Getting It Right
Robert Keith Gray, chairman, Gray and Co., Washington, D.C. Chicago Council on Foreign Relations luncheon meeting, Chicago, June 11. (Or see Oct. 1, 1984, Vital Speeches of the day, Box 606, Southold, N.Y. 11971.)

From the ANPA Health and Safety Symposium, Chicago, Oct. 10-12:

Ink Contaminants: I Wonder Where the Yellow Went?
H. Wilson Cunningham, ANPA analytical chemist

Workplace Design and User Comfort
Bernadette Pogozelski, ANPA industrial hygienist

The ANPA Accident Reporting System
Andrew N. Reyburn, ANPA industrial hygienist

ANPA *Calendar*

NOVEMBER

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Sheraton-Dallas Hotel and Towers, Dallas, Nov. 12-14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Nov. 12-16

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Nov. 13

ANPA Foundation Research for Medium-to-Small Newspapers Seminar
The Newspaper Center, Reston, Va., Nov. 14-16

ANPA Foundation Executive Committee
The International Club, Washington, D.C., Nov. 20

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Nov. 26-30

DECEMBER

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Managing People in the Circulation Department Seminar
Brown Palace Hotel, Denver, Dec. 3-5

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, Dec. 6-7

ANPA Foundation Board of Trustees meeting
The Waldorf-Astoria, New York City, Dec. 7

ANPA/International Newspaper Promotion Association Management Skills for Newspaper Promotion Seminar
Back Bay Hilton, Boston, Dec. 10-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Dec. 10-14

ANPA/ASNE/APME/ICMA/INPA/International Newspaper Advertising and Marketing Executives/Newspaper Research Council Single Copy Symposium
Amfac Hotel, Dallas-Fort Worth Airport, Dec. 11-12

JANUARY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 7-11

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
New Orleans, Jan. 10-11

ANPA Labor and Personnel Relations Conference
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 10-12

ANPA Human Resources Committee meeting
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 11

ANPA/Texas Supervisory Development Workshop
Ramada Hotel Dallas, Jan. 11-12

ANPA Management Development Workshop
Ramada Hotel Dallas, Jan. 14-18

ANPA Technical Committee meetings
The Newspaper Center, Reston, Va., Jan. 15-16

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Jan. 21-25

ANPA

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Charles M. Meredith III, The Free Press, Quakertown, Pa.
John Grey Montgomery, Montgomery Publications Inc., Junction City, Kan.
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Donald E. Newhouse, The Star-Ledger, Newark
Lloyd G. Schermer, Lee Enterprises Inc., Davenport, Iowa
Donald N. Soldwedel, Western Newspapers Inc., Yuma, Ariz.
George W. Wilson, Concord (N.H.) Monitor

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Letters

Questioning statistics on minorities

The newspaper industry is well-served by Marcia Ruth's excellent article on minority employment in the August issue of **presstime**. Let us hope this comprehensive examination stimulates renewed efforts to improve our poor minority hiring record.

One statement in the report, I believe, draws an erroneous conclusion from noncomparable statistics. The article states, "Sixteen years later (since the Kerner Commission report), the numbers have changed little. Then, blacks held less than 5 percent of all media editorial jobs. Today, only 5.8 percent of newspaper editorial jobs are held by members of minority groups—Hispanics, Asians and Native Americans, as well as blacks."

The comparison is of *all media editorial jobs* (including radio and TV, professional as well as non-professional) to *newspaper editorial jobs* (professional people only). A comparison of the number of minorities employed in newsroom professional jobs, in fact, indicates that the numbers have indeed changed significantly during the past dozen years.

In response to the Kerner report, ASNE created a Committee on Minority Employment. One of its projects was to conduct a survey to determine the number of professional minority newsroom employees.

In 1972, a questionnaire was sent to 250 of the largest newspapers in the U.S.; 231 newspapers responded. The survey determined that there were 253 minorities (black, Hispanics, etc.) then employed by the surveyed newspapers, and the ASNE committee postulated that perhaps there were 50 minority persons employed in the newsrooms of smaller newspapers. The grand total—about 300—amounted to three-fourths of one percent of newsroom employment in 1972.

The 1984 ASNE minority survey indicates there are currently about 2,860 minority professionals employed by daily newspapers. That's 5.8 percent—nearly a tenfold increase since 1972. So the numbers have improved considerably, although the current 5.8 percent level is nothing to crow about.

Lee Stinnett
Executive Director
American Society of Newspaper Editors
Reston, Va.

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Blue vinyl holders for presstime **are available. Each one holds about 18 copies. Send a check for $10 to "presstime holder," ANPA, The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041.**

Dialogue needed

Received the August **presstime**, and wanted you to know the lead story (minorities at newspapers) was excellent! I'm so glad to see these issues raised, and then explored in depth.

Again, it's a fine article and *should* produce a continuing dialogue in many areas!

Paul V. Peterson
Professor
School of Journalism
Ohio State University

Hispanic publisher

I enjoyed the profile of Gerald Garcia by **presstime** staff writer Marcia Ruth (Aug. 1984, p. 30).

A small exception to her story must be noted. Gerald may be the first Hispanic publisher of a general circulation daily in the United States, but he is not the only one.

In April 1983, I was appointed publisher and vice president of Times Graphics Inc., a wholly owned subsidiary of The Evening News Association. We publish the Vineland (N.J.) Times Journal and The Millville (N.J.) Daily, as well as four weekly newspapers in Atlantic County.

My father migrated to the United States from Morelia, Mexico, establishing my Hispanic roots.

If Gerald Garcia is looking for company, tell him I'm alive and well and living in New Jersey.

Ronald A. Ortiz
Vice President and Publisher
Times Graphics Inc.
Vineland, N.J.

ANPA News

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I certify that the statements made by me above are correct and complete. James E. Donahue, Editor

Barbara Friedman named staff writer

Barbara J. Friedman has joined **presstime** as a staff writer.

Friedman, former reporter and business editor of the Durham (N.C.) Morning Herald, holds a bachelor's degree from Sarah Lawrence College, Bronxville, N.Y., and an M.B.A. from American University, Washington, D.C. Most recently, she was an economics editor at the Bureau of National Affairs. ☐

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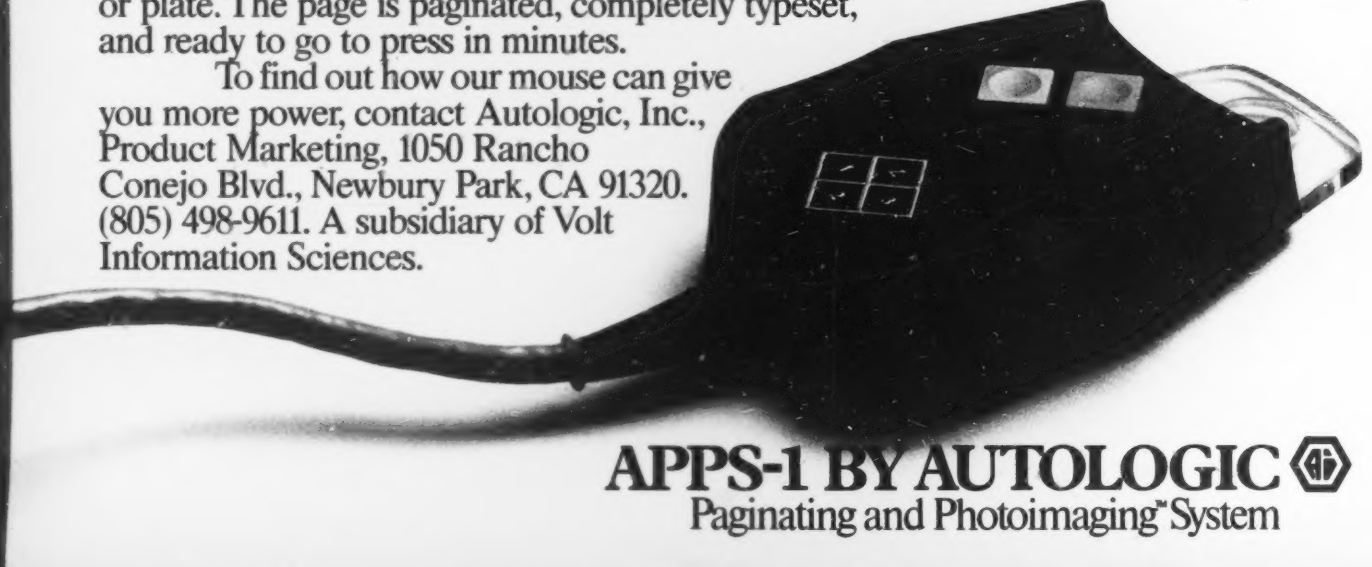

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